

# DANBURY PUBLIC SCHOOLS

Danbury, Connecticut

## POLICY

### *PUBLIC RELATIONS*

Adopted: 6/14/00

Policy No. 9-000

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The Board of Education recognizes that good public relations are essential to the development of public understanding and support of education. The Board of Education encourages coverage of Board meetings by local media.

The Board of Education shall inform itself, through the best and most effective means of public reaction, of school programs and of the continuing educational needs of the community.

School/community relations are part of a public enterprise in which community members and school personnel play their respective roles in the best interest of the school district:

1. To increase public understanding of the school system;
2. To increase community confidence and interest in the school system;
3. To promote effective dissemination of information concerning school activities;
4. To solicit community opinions about the school system;
5. To encourage the sharing of resources among civic and community organizations for the benefit of the school system.

A school system communications program would:

1. Encourage informal and formal methods of communications;
2. Include the use of a variety of media, including meetings, seminars, bulletin board, publications and personal contracts;
3. Provide channels for resolving grievances and/or misunderstandings for students, staff and community members;
4. Inform concerned persons as to their rights, privileges and responsibilities;
5. Supplement and support the general communications programs of the school system.

Residents of the Community shall be encouraged to take an active part in school affairs.

The Board of Education approves of communicating with the public concerning school activities. It encourages public relations efforts on a continuous basis. The Board of Education or the Superintendent of Schools must approve all school-sponsored media, such as publications, radio and television programs. The Board accepts responsibility for contents of any publication that contains its specific endorsement