

Communications with the Public: School Use of Public Media

Each school site shall develop and implement a public information program to inform the community, on a regular, consistent basis, of the activities and achievements of the school and its staff and students. A good information program should include:

1. An up-to-date list of public news media to which announcements, press releases, etc., are sent.
2. Means of creating and maintaining staff awareness of newsworthy events or activities, and a procedure for them known to the public.
3. A routine procedure for notifying media of upcoming events to which they may wish to send reporters.

Public recognition in the form of newspaper, radio, or television articles or reports is a valuable source of reward to outstanding students as well as a way to share the activities of the schools with the public. It is important that all teachers make an effort to bring special achievements to the attention of the media so that all students making comparable achievements receive their share of recognition.

It is also important that school public information programs are balanced so that academic, athletic, club, and social events receive a proportional share of recognition.

These same responsibilities belong to the Superintendent's Office for news and information services on a District-wide basis.