

POLICY 1200
PUBLIC RELATIONS PROGRAM

In recognition of the need for an informed citizenry, the School Board and District personnel shall endeavor to provide information concerning the District to all persons residing within the District. The public shall be fully and promptly informed concerning events and facts regarding the operation and activities of the District. Providing information to the public is an essential function of a representative government and shall be considered an important responsibility of all administrative personnel.

A variety of media shall be used for informing the public concerning District operations and activities. A public relations program utilizing such media shall be conducted through the Communications Office or through the respective office, administrator, or building principal.

Generally, the Superintendent of Schools shall be the authorized spokesperson for the Board and the District on matters of District concern. When an official action of the Board is under discussion, the Board President may be the authorized spokesperson for the Board. When an action of a Board committee is under discussion, the chairperson of that committee may be the authorized spokesperson for that committee.

District employees are permitted to supply accurate, complete and objective information or to answer questions from the public about school activities directly within their jurisdiction or first-hand knowledge. The building principal is the first to approve publication of information regarding the respective school. When such information involves District-wide programs or policies, approval should first be obtained by the building principal from the Superintendent/designee.

LEGAL REF.: Wisconsin Statutes

- Sections 19.31 [Public policy on access to record information]
- 19.81 [Public policy on access to information and open meetings]

CROSS REF.: 1210, Communication - School Sponsor (including crisis)

- 1211, Parent/Guardian/Caregiver Information Program
- 1212, Non-English Language Version Printed Materials
- 1213, Web Publication
- 1220, Cable Television
- 1240, Access to Public Records
- 1520, Notification of Materials and Literature to Students
- 2810, Incident Reporting
- 8500, School Board Powers and Duties
- 8711, Public Notification of Board Meetings
- 8712, Agenda Preparation and Dissemination
- 8840, Board Minutes
- 8850, School Board Committees
- 8860, Citizen Advisory Committees
- 8870, Public Participation at Board Meetings
- 8880, Audio Recording of Board Meetings
- Crisis Response Manual*

ADMINISTRATIVE REGULATIONS: None

AFFIRMED: December 28, 1990

REVISED: February 25, 2003
December 19, 2006

RULE 1200
PUBLIC RELATIONS PROGRAM

1. The public relations program of the District shall include news releases, audio-visual presentations, cable television programming, brochures, advertisements, a speaker's bureau and District Web pages. The program shall be coordinated by the Office of Human Relations and other personnel as designated by the Superintendent of Schools.
2. Timely news releases will be disseminated to the local news media from the Office of Human Relations on an impartial basis.
 - a. Information and news items concerning District-wide plans, activities and needs will be released through the Office of the Superintendent of Schools or the Office of Human Relations.
 - b. Information regarding District-wide activities administered through an office of the District may be released through the administrator of that office or building principal or department coordinator.
3. Bulletins, reports, budgets and other public information will be made available to interested citizens upon reasonable request to the Superintendent's office and in accordance with the District's access to public records procedures.
4. Where sufficient interest warrants, information may also be made available to regional, state and national news media, and state and national offices, through the Office of the Superintendent, the Office of Human Relations or an official of the District.
5. All District employees shall be accurate and prompt in supplying information to the public. Both freedom and accuracy of information shall be recognized as essential to the public confidence and understanding of the District.