

1-04-134. **Public Relations.**

The Culbertson School Board believes it is the responsibility of each Board member, as well as each employee of the District, to actively pursue a two-way communications program that highlights the educational experiences in the city's public schools and promotes effective school/home/community partnerships.

The Board recognizes that citizens have a right to know what is occurring in their public school system; that Board members and all school administrators have an obligation to see that all publics are kept systematically and adequately informed; and that the District will benefit from seeing that citizens get all information, good and bad, directly from the system itself.

The Board affirms the following objectives:

- A. to maintain an effective two-way communication system between the District and its various publics which ensures:
 - 1. dissemination of accurate, timely information about school policies, programs, procedures, achievements, decisions, and critical issues;
 - 2. interpretation of decisions and action;
 - 3. elimination of rumors and misinformation;
 - 4. programs and practices designed to provide an open climate which will elicit ideas, suggestions, reactions from the community and employees alike;
 - 5. an effective working relationship with the news media.
- B. To develop and maintain an organizational environment where all District staff members are aware that they share the responsibility for communication of school policies, programs, and activities to parents, members of the educational, and other communities.
- C. To maintain a written plan of communication policies and guidelines which will be available to employees and to the public upon request.
- D. To support the establishment of a Public Relations Committee to review and evaluate District-wide communication efforts.

The Board shall have the authority to expend funds for the purpose of preparing and distributing information to the general public to explain the instructional program, operation and maintenance of the schools: Provided, that nothing contained herein shall be construed to authorize preparation and distribution of information to the general public for the purpose of influencing the outcome of a school district election.

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Board members believe it is essential to the development of excellence in the education of Culbertson students that the maximum possible knowledge about the goals, achievements, activities and operations of the school district be conveyed to the students, staff, and citizens.

The Board further believes that the citizens of Culbertson, as well as the students and staff, should be consulted and involved in the problem-solving and decision-making processes at the early stages. This involvement should be solicited actively and honestly through a wide variety of means.

Adopted:

Revised: February 22, 2000