

**KB**

## **PUBLIC INFORMATION PROGRAM**

The School Board will do its best to keep the people informed of the affairs of the district. To achieve its goals for good school-community relations and maintenance of open two-way channels of communication with the public, the Board authorizes the Superintendent to:

1. Prepare or guide the preparation of informational materials including newsletters, articles for periodicals, newspapers and/or radio releases, special pamphlets and other assigned material and to maintain close liaison with mass media and public organizations.
2. Establish and maintain a blog on the District's website ([www.rochesterschools.com](http://www.rochesterschools.com))
3. Provide public access to School Board Meetings, Committee Meetings, and Sub-Committee meetings via coordination with the Local Government Channel (RTV Channel 25) and links on the District website.
4. Organize or assist in development of speaking engagements with civic, PTO, church and other groups.
5. Provide staff members with assistance for preparation of material for community and staff consumption (handbooks, information leaflets, web pages, etc.).
6. Assist in coordinating work with civic and other groups which contribute to school system values.
7. Serve as community relations counselor to the Board and other staff members.

**Adopted:** April 8, 1993  
**Amended:** October 9, 2014