

POLICY

Rochester Community Schools
Rochester, Michigan 48307

RELATIONS
9120/Page 1

PUBLIC RELATIONS

The Board of Education shall seek to communicate fully with the residents of the District about the schools. This will be through appropriate use of available media, and involvement of residents in district affairs. When appropriate, such intent shall apply to contemplated as well as to completed Board actions.

The Superintendent shall be responsible for the establishment of procedures to provide bulletins, newsletters, and other similar publications concerning the objectives, achievements, needs, and conditions of the public schools of this District for periodic distribution to parents and the public. The Superintendent may use other media on occasions that he/she considers necessary in order to inform the public about the schools of the District. All materials printed for mass distribution from School District offices shall be subject to rigorous proofreading and editing by a person designated by the Superintendent.

The Superintendent shall have the authority to issue news releases that have District-wide policy significance regarding the public schools. File copies of all news releases shall be maintained in the office issuing the release.

Adopted: October 20, 1969
Revised: June 4, 1984
Revised: July 8, 1996