

Policies

Newport Public Schools

No. 2710

School Committee-Community Involvement Public Relations

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In order to inform the citizens of Newport of the Newport School Department's many achievements, the Superintendent shall create and maintain a formal program of Public Relations.

The Superintendent shall regularly advise statewide and local newspapers, radio stations, television stations, and public access cable television producers of relevant information regarding student, teacher, and staff achievements.

These shall include but not be limited to membership in honor societies, listing on honor rolls, participation in community service, athletic schedules and contest results.

The methods of communication may include, but need not be limited to, press conferences, individual or group telephone calls and meetings, brochures, posters, and special events

The Superintendent shall also establish protocols for dealing with the media in times of emergency. The protocol(s) shall ensure that all necessary information will be conveyed efficiently and effectively to all members of the school community and to the public during times of emergency, and that the Newport School Department will speak with a single voice. The protocol shall also ensure that all members of the Newport School Committee are promptly provided with all relevant information

Reference: Newport School Department Strategic Plan

History: AG, 1/8/91; AGA, 1978.