

PUBLIC INFORMATION AND COMMUNICATION

Code **KD** *Issued* **10/08**

Purpose: To establish the board's vision for the district's public information and communication program.

It will be the policy of the board to keep the community informed of the objectives, achievements, needs and conditions of the school system.

The board of trustees will seek to keep the citizens of the district regularly and thoroughly informed through all the channels of communication. Therefore, the board will make every attempt to do the following.

- Keep the public informed regarding the policies, administration operation, objectives, educational program and successes or failures of the schools and the needs of the school system.
- Inform the citizens of the board's position in relation to issues that may have an impact on the district schools that are being considered by state or federal elected representatives.
- Provide the means for furnishing full and accurate information, favorable and unfavorable, together with interpretation and explanation of the school plan and programs.

The superintendent will supervise the public information program of the district. The central administration office will implement and coordinate the program. The superintendent will develop guidelines for the district's use of its communications channels, including the district web site, to implement the public information and communication program and to ensure that measures are in place to monitor and control its use and content in a manner that is consistent with the district's mission.

Adopted 8/13/91; Revised 5/10/05, 10/14/08

Legal references:

A. Court cases:

1. U.S. Fourth Circuit Court of Appeals: Randall S. Page v. Lexington County School District One, 531 F.3d 275 (4th Cir. 2008).