



SECTION 616
TITLE: PUBLIC RELATIONS

NESHAMINY SCHOOL DISTRICT

1	I.		1
2	INFORMATION		
3		A. Board members, administrators and supervisors shall work with	2
4		community groups such as parent-teacher associations, service clubs	3
5		and other similar organizations interested in the activities of the District.	4
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7		B. Board members, administrators and supervisors shall, when convenient	6
8		attend public meetings and give informative talks or demonstrations on the	7
9		purposes and aims of the school system. District-owned audio-visual	8
10		equipment shall be made available to school representatives for this	9
11		purpose if the use of such equipment is not in conflict with the educational	10
12		program.	11
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14		C. The District Superintendent shall be responsible for releasing to the press	13
15		information concerning the educational program of the school district.	14
16		This information shall include significant plans for further development	15
17		as well as highlights of the existing program.	16
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19		D. The administrators shall release to the press and other agencies of	18
20		communication such materials as are directed to it by the Board or by	19
21		committees thereof.	20
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23		E. Supervisors in the elementary and secondary schools shall release	22
24		information concerning school-community programs which are scheduled	23
25		during the school year such as science fairs, May Day festivities, music	24
26		concerts, dramatic presentations and athletic activities.	25
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28		F. Supervisors shall make every effort to present their schools to the public in	27
29		the best possible manner. In the case of the elementary schools, the	28
30		Supervisors shall follow a basic policy established by the Director of	29
31		Elementary Education.	30
32	II.COMPLAINTS		31
33		A. The administrative and supervisory personnel shall deal frankly and	33
34		courteously with any citizens who may have a complaint against the	34

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Policy #616 (Continued)

school, a member of the staff or aspects of the educational program. They shall confer with citizens and citizen groups with the thought of clarifying the position of the staff and the school district. Repetitive complaints shall be referred in writing to the District Superintendent. Records shall be kept of complaints and the action taken.

- B. All pupil publications shall be under the supervision of a staff member because this is a learning experience which requires mature leadership.
- C. Classroom and school newspapers or other publications shall be sent to the local press with a covering letter authorizing the publication of such items in the local newspapers as would be of interest to the general public.
- D. Pupils shall not appear on public programs representing their school or the district without the approval of the responsible head of their school.
- E. School publications such as school newspapers and programs may carry advertising of a suitable nature. The maintenance of a high standard shall be the responsibility of the Principal or Building Supervisor. The Yearbook shall not carry advertisements.
- F. Students shall not sell, solicit or distribute any tickets or literature during school hours unless such material shall be of a direct benefit to a school sponsored event.

Approve: 9/26/67
Reviewed: 9/2003

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