

SECTION: Community

TITLE: General Public Relations

CATASAUQUA AREA SCHOOL DISTRICT

ADOPTED: November 10, 2005

REVISED: November 10, 2005

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Purpose:	3
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The Board and Administration of the Catasauqua Area School District shall strive to create an atmosphere for honest, open, two-way internal, and external communication between the school system and the community in order to sustain public support and confidence and for the ultimate benefit of the students.	5
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Definition	10
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The mission of the public information program shall be to communicate to the various publics that the Catasauqua Area School District:	12
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- serves the best interest of students, personnel, parents, and taxpayers, and recognizes its responsibility to the community.	15
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- continually endeavors to develop a program of education that will challenge all students to achieve the maximum of their abilities.	18
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- strives to keep the public informed, and to build goodwill, understanding and confidence.	21
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The public information program shall:	24
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- interpret to the public the policies of the Board and the accomplishments, purposes, problems and needs of the school system.	27
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- help citizens understand the educational program through conferences, conversations, public appearances, and the use of mass media.	30
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suggestions and criticism relative to the improvement of the
Catasauqua Area School District.

- communicate with community leaders, civic groups, school and
citizen committees, and leaders of government in order that goals
and objectives of the Board can be understood and programs can be
sponsored with public understanding and support.

Authority

Under the direction of the Superintendent, the public information officer shall
develop and execute public relations and public information programs to meet
these objectives.

Materials prepared by school personnel to represent the school system and
distributed to the media or lay and/or professional groups shall be approved by the
Superintendent. Such information prepared to represent an individual school shall
be approved by the principal and communicated to the Superintendent.

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