

Concord School District Policy #801 *

Publicity – Public Information

The School Board is committed to keeping the public informed of the affairs of the District through the release of school news for purposes of disseminating information and maintaining and improving public relations. To achieve its goals for good school-community relations and maintenance of open two-way channels of communication with public, the Board authorizes the Superintendent to:

1. Prepare or guide the preparation of informational materials including newsletters, articles for periodicals, newspapers and/or radio releases, special pamphlets and other assigned material, and to maintain close liaison with news media and publicity organizations.
2. Provide staff members with resources for preparation of material for community and staff distribution to include but not be limited to the District website, handbooks, information leaflets, etc.
3. Organize or assist in development of speakers' bureaus and speaking engagements with civic, PTA, and other groups.
4. Assist in coordinating work with civic and other groups which support the school system.

The Board expects that “affairs of the District” will include but not be limited to school performance, student progress, personalized learning strategies, and academic opportunities.

Legal References:

[NH Code of Administration Rules, Section Ed. 306.04\(a\)\(11\), Policy Development](#)

[NH Code of Administration Rules, Section Ed. 306.04\(k\), Policy Development](#)

Adopted 1966. Revised 1976, 1983, December 5, 2016

* Also Policy #112

Corresponds to NHSBA Policy KDA