

CLARK COUNTY SCHOOL DISTRICT POLICY

1120

COMMUNITY RELATIONS AND PUBLIC INFORMATION

- I. The Superintendent of Schools recognizes the responsibility to establish a positive image of the Clark County School District and to inform all members of the community concerning the objectives, plans, achievements, activities, and needs of the public schools.
- II. An integral part of this responsibility to the public is the provision of a continuous program of information concerning all Board actions and policies as well as details of the educational and business operations of the district. Constructive study, discussion, and active participation by all concerned in the promotion of the best possible program of education in the community is encouraged.
- III. To this end, the District shall maintain an Office of Information Services to extend two-way communication between the various constituencies of the District. Individual school building administrators shall assume a responsibility for communicating with their local constituency. All appropriate media for building and maintaining goodwill and disseminating information shall be employed.
- IV. Representatives of the news media are an important link in the communications chain between the District and the community. The maintenance of good working relationships with members of the press is essential to meeting those objectives of the District Information Services program which require the support and cooperation of the media representatives.
- V. Every effort shall be made by those responsible for the information services of the District to ensure that all materials released to the public display correct usage and spelling, embody precise statements in ordinary language, and are legibly reproduced.

Review Responsibility:	Administration
Adopted:	[1160:12/17/64]
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