

MURFREESBORO CITY SCHOOL BOARD POLICY

Descriptor Term: PUBLIC RELATIONS PROGRAM	Descriptor No: BO 25	Date Adopted: 4/79
	Reviewed/Revision Adopted: 7/01; 3/11	

1 The Board encourages a policy of sound relations with the press and other communications
2 media representatives in the community and surrounding geographical area. Schools are
3 encouraged under the supervision of the Director of Schools to give periodic releases for
4 publication and/or broadcast through various communication media, including the current mass
5 parent notification system (School Messenger), which will provide information to the community
6 concerning its schools and various phases of the school program.

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8 To assure that the people of the community are intelligently informed of the needs, purposes,
9 value, and status of the educational program, the Board will work toward achieving these goals:

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11 1. To establish and support appropriate and effective communication between the
12 administration and other system employees,
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14 2. To annually place suggestions relating to good public relations in the Handbook for
15 Teachers,
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17 3. To periodically give time during planned inservice education programs to the study of
18 public relations,
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20 4. To inform the general public about school policies, programs, objectives, and plans for
21 the future,
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23 5. To support productive and effective parent-teacher organizations, and
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25 6. To serve and support other city programs, especially those involved in working with
26 school- age children.