

	<b>MURFREESBORO CITY SCHOOL BOARD POLICY</b>		
	Descriptor Term:	Descriptor Number:	Date Adopted:
	PUBLIC RELATIONS PROGRAM	BO 25	4/79
	Revision Adopted:		
			7/01

The Board encourages a policy of sound relations with the press and other communications media representatives in the community and surrounding geographical area. Schools are encouraged under the supervision of the Director of Schools to give periodic releases for publication and/or broadcast through various communication media which will provide information to the community concerning its schools and various phases of the school program.

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

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