



SECTION 616  
TITLE: PUBLIC RELATIONS

# NESHAMINY SCHOOL DISTRICT

1	I.	1
2	INFORMATION	2
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4	A. Board members, administrators and supervisors shall work with	4
5	community groups such as parent-teacher associations, service clubs	5
6	and other similar organizations interested in the activities of the District.	6
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8	B. Board members, administrators and supervisors shall, when convenient	8
9	attend public meetings and give informative talks or demonstrations on the	9
10	purposes and aims of the school system. District-owned audio-visual	10
11	equipment shall be made available to school representatives for this	11
12	purpose if the use of such equipment is not in conflict with the educational	12
13	program.	13
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15	C. The District Superintendent shall be responsible for releasing to the press	15
16	information concerning the educational program of the school district.	16
17	This information shall include significant plans for further development	17
18	as well as highlights of the existing program.	18
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20	D. The administrators shall release to the press and other agencies of	20
21	communication such materials as are directed to it by the Board or by	21
22	committees thereof.	22
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24	E. Supervisors in the elementary and secondary schools shall release	24
25	information concerning school-community programs which are scheduled	25
26	during the school year such as science fairs, May Day festivities, music	26
27	concerts, dramatic presentations and athletic activities.	27
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29	F. Supervisors shall make every effort to present their schools to the public in	29
30	the best possible manner. In the case of the elementary schools, the	30
31	Supervisors shall follow a basic policy established by the Director of	31
32	Elementary Education.	32
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34	II.COMPLAINTS	34
	A. The administrative and supervisory personnel shall deal frankly and	
	courteously with any citizens who may have a complaint against the	

1	Policy #616 (Continued)	1
2	school, a member of the staff or aspects of the educational program. They	2
3	shall confer with citizens and citizen groups with the thought of clarifying	3
4	the position of the staff and the school district. Repetitive complaints	4
5	shall be referred in writing to the District Superintendent. Records shall	5
6	be kept of complaints and the action taken.	6
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8	B. All pupil publications shall be under the supervision of a staff member	8
9	because this is a learning experience which requires mature leadership.	9
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11	C. Classroom and school newspapers or other publications shall be sent to	11
12	the local press with a covering letter authorizing the publication of such	12
13	items in the local newspapers as would be of interest to the general public.	13
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15	D. Pupils shall not appear on public programs representing their school or	15
16	the district without the approval of the responsible head of their school.	16
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18	E. School publications such as school newspapers and programs may carry	18
19	advertising of a suitable nature. The maintenance of a high standard shall	19
20	be the responsibility of the Principal or Building Supervisor. The Yearbook	20
21	shall not carry advertisements.	21
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23	F. Students shall not sell, solicit or distribute any tickets or literature during	23
24	school hours unless such material shall be of a direct benefit to a school	24
25	sponsored event.	25
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29	Approve: 9/26/67	29
30	Reviewed: 9/2003	30
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