

Article V.B.1. Communications Office General Responsibilities

A. Statement of Policy

The leadership of the district has a responsibility to provide our staff and our various publics with information about the goals, programs, progress and needs of our schools. To fulfill this responsibility, the Communications Office shall provide the following services:

1. Design and implement two-way communications programs between the district and its various publics that will build mutual confidence, improve morale, foster goodwill, promote cooperation, and encourage support for the district, the schools, the school board, the administration, teachers, and other staff.
2. Write, edit, and publish for both internal and external publics an on-going, systematic variety of publications, including newsletters, reports, brochures, press releases, announcements, and other information items. Supplement written publications when possible with other forms of communication, such as exhibits, displays, forums, advisory councils, etc.
3. Establish working relationships and regular contacts with public media representatives. Respond to press inquiries. Serve as a primary resource for people who need information and data about the district.
4. Establish working relationships and regular contacts with PTA, community leaders, and other persons and organizations who have a strong interest in our schools. Use these contacts to share information and to receive and assess public opinion as a guide to the goals and operations of our schools.

In all information and communication efforts, the Communications Office shall strive to share the good news about Granite schools; to create a spirit of cooperation, teamwork, and caring; and to help build a school system known for its efficiency and excellence.