

<b>Category:</b>  <b>4000 PUBLIC RELATIONS</b>	<b>Policy Number:</b>  <b>4130</b>
<b>Policy Title:</b>  <b>PUBLIC RELATIONS</b>	<b>Effective Date:</b>  <b>April 17, 2019</b>

**The Board believes communication and cooperation with the community is paramount: It shall be a function of the Board to interpret public attitudes, identify policies and procedures with public interest, and execute a program of action to encourage public involvement and to earn public understanding and acceptance.**

**A public information program, the involvement of the community in the decision-making process, and the degree of openness at School Board meetings are essential elements to sound school-community relations.**

**The Board shall direct the Superintendent to report to the public all official action taken by the Board. The Superintendent, as directed by the Board of Trustees, shall be responsible for releasing information to the public media.**

**Reference: Policy 4120, "Media Relations and News Releases"  
Policy 4220, "Patron Concerns"  
Policy 4520, "Community Involvement in Decision Making"**