

PUBLIC INFORMATION PROGRAM

Public support for the schools depends upon informed public opinion. The Superintendent of the Biddeford School District has the primary responsibility to see that information about the district reaches the public.

This information should include the district's mission and philosophy of education, future plans, developments in the school curriculum, and the accomplishments of students and staff.

All possible methods of providing this information shall be used, including the schools' web sites, newsletters and publications, and cable television access channels. Media coverage of School Committee and Advisory Committee meetings shall be encouraged and media members shall be given full cooperation.

Building principals shall be responsible for news of school activities, including concerts, plays, honor rolls, and special events.

The Superintendent shall be responsible for guidelines on dealing with the media, to include who should be the spokesperson in announcing news and in answering questions. Confidentiality shall be respected in all dealings with the media.

Community opinion should be solicited, through newsletters, surveys or questionnaires so that parents and other citizens feel more a part of any process or decision.

Legal Reference: 20 USC §§ 6311, 6314-6316, 6319
Ch. 125 § 4.04 (Me. Department of Education Rule)

Adopted: March 22, 1994

Revised: April 27, 1999, June 8, 2004