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POLICY 8.1 : INTER-AGENCY COOPERATION

The School Committee will cooperate, to the highest extent possible and within the limits of its jurisdiction, with all municipal agencies of the town where the financial welfare of the town or the best interests of public education are concerned.



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POLICY 8.2 : COMMUNICATIONS WITH THE PUBLIC

Within the bounds of legal and ethical responsibilities to children, the School Committee has a right and responsibility to inform the public of significant happenings within its schools. It is the position of the Committee that the schools belong to the public, and the public is entitled to be well informed about the operations of the school system.

It is further the position of the Committee, that the school system operates most successfully with the support of the community and that such support is dependent upon maintenance of positive public opinion. Opinions are formed on the basis of available information, or the lack of it and it is considered to be important that school activities, methods, and objectives be conveyed to those to whom the Committee is responsible.

It will be the policy of the Committee to maintain a continuing program of internal employee relations through two-way communications.

The Superintendent shall encourage the creation and implementation of good public relations for enabling the community to make known its desires, and for the Committee to make known its plans and actions.

The Superintendent will periodically evaluate the community relations program and advise the Committee of recommended modifications and improvements.

It is the responsibility of every employee to promote good community relations for the schools and for the educational betterment of the students.



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POLICY 8.3: COMMUNITY SURVEYS

Surveys of the residents of the community, inclusive of parents of students, shall have prior approval of the School Committee. Routine data collection relative to State or Federal requirements may be undertaken without School Committee approval provided said survey has been approved by the Superintendent of Schools.



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POLICY 8.4: DISSEMINATION OF ADVERTISING MATERIALS, POLITICAL INFORMATION AND CO-OPERATION WITH NON-SCHOOL AGENCIES

The public schools wish to cooperate with community groups in programs which are educationally beneficial to students. This cooperation must be restricted due to the volume of requests which detracts from the instructional time during the school day.

The School Committee prohibits the use of facilities, staff and students to promote the interest of any commercial or non-school organization except in accordance with its policy on advertising.



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POLICY 8.5: RELATIONS WITH THE MEDIA

The School Committee and the school administration will cooperate in furnishing all possible information on the operation of the Pembroke Public Schools and will issue news releases on particular events taking place within the schools.

No information shall be released to the news media by any member of the School Committee without prior consultation with the entire School Committee, nor shall any information be released to any news media which will, in any manner whatsoever, demean the character of intentions of any School Committee member or school employee, nor shall such communication violate the privacy of any individual.

The Superintendent shall be the press liaison person for coordinating the release of information concerning the school district and actions of the School Committee, with the exception of athletic events releases, which shall be handled by the Athletic Director, or in the absence of an Athletic Director, the designee of the Superintendent. The Chairman shall be the only spokesperson for the Committee.

The use of all communications media for keeping the public continuously informed concerning the school, costs, curriculum changes, expansion, special events, and other items of public interest is encouraged.

The School Committee supports the publication of a periodic newsletter by the school district.



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POLICY 8.6: COMMERCIAL ADVERTISING

DEFINITIONS

Advertising is defined as any method or device for disseminating commercial informational and/or promotional information or materials on property under the possession, custody and/or control of the Pembroke School Committee.

Committee is defined as the elected School Committee of the Town of Pembroke.

Administration is defined as the Superintendent and/or any other employees designated by the Superintendent to act on questions or activities related to Advertising.

PREAMBLE

District wide and District approved marketing activities, including but not limited to advertising, corporate sponsorship, signage, etc., are district-approved ventures. These opportunities are subject to certain restrictions in keeping with the contemporary standards of good taste. Such advertising will seek to model and promote positive values for the students of the Pembroke Public Schools through proactive educational messages and not just traditional advertising of a product. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct.

CONTRACTS AND SPECIFICATIONS

All advertising, including but not limited to contracts and the specifications on which they were procured, shall be approved in advance by both the Committee and the Administration. Approval shall relate to the form, content and/or methods to be used in any such advertising. The Committee will not approve any advertising not recommended by the administration, and no advertising shall take place in the Pembroke Public Schools which has not been approved by the Committee.

Advertising will be procured in accordance with the laws of the Commonwealth of Massachusetts.

All advertising contracts will allow the District to terminate the contract if it is determined that it will have and adverse impact on implementation of curriculum or the educational experiences of students.

The District shall have the right to remove any advertising which violates District policy; any by-law of the Town of Pembroke; and or any other state or federal law or regulation at the expense of the sponsoring person/organization.

REVENUES

The revenue derived from advertising will be used to:

1. Enhance student achievement
2. Assist in the maintenance of existing District athletics and activity programs
3. Provide scholarships for students participating in athletic, academic and activity programs who demonstrate financial need and merit.



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4. Enhance student nutrition through support of the district Food Service Program.

The revenue derived from advertising will be administered through appropriate revolving funds established in accordance with law, and/or through such civic/charitable organizations as shall be designated from time to time by the Committee as administrators.

LOCATION

Appropriate methods for advertising include but are not limited to:

1. Fixed signage
2. Banners
3. District-level publications
4. Television and radio broadcasts
5. Athletic facilities to include stadiums, athletic fields, and gymnasiums
6. District level projects
7. Expanded usage of facilities beyond traditional use (i.e. concerts, rallies, etc.)
8. Advertising on District vehicles
9. Individual school publications
10. Materials distributed at District sponsored events
11. Materials posted on school bulletin boards

Advertising will not be allowed in classrooms.

RESTRICTIONS

Advertising activities will not:

1. Promote hostility, disorder or violence
2. Attack ethnic, racial or religious groups
3. Discriminate, demean, harass or ridicule and person or group or persons on the basis of gender
4. Be libelous
5. Inhibit the functioning of the school and/or District
6. Override the school/school District identity
7. Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public question submitted at any general, county, municipal or school election.
8. Be obscene or pornographic as defined by prevailing community standards throughout the District.
9. Promote the use of drugs, alcohol, tobacco, firearms or certain products that create community concerns.
10. Promote any political organization
11. Use any District or school logo without prior approval
12. Contain any content deemed by the Administration not to be in the best interests of the students who will be exposed to such content.



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POLICY 8.7: ACCESS TO SCHOOL PUBLICATIONS

1. Unpaid Access:

Other than announcements directed to students and/or parents by the school and/or district administration, unpaid access to school publications shall be limited to non-profit groups seeking to promote participation by students and their parents in activities from which students will benefit, and which are content and age appropriate for students in each building where such publications will be distributed.

The school and or district administration shall have the right to edit both the format and content of such announcements, and to refuse to publish materials which are not content and age appropriate for students in each building where such publications will be distributed.

Access will be allocated on a space-available basis. Priority for space will be allocated on the following basis:

1. Announcements directed to students and/or parents from the school and/or district administration;
2. Announcements directed to students and/or parents from Parent Teacher Organizations which have been approved by said group;
3. Announcement directed to students and/or parents, from groups whose Membership is composed primarily of students from the building where such publications will be distributed which have been approved by said group;
4. Announcements directed to students and/or parents from groups whose Membership is composed primarily of students from other Pembroke Public Schools which have been approved by said group;
5. Announcements directed to students and/or parents from groups formally affiliated with the Town of Pembroke which have been approved by said group;
6. Announcements directed to students and/or parents from other non-profit groups who are from the Town of Pembroke which have been approved by said group;
7. Announcements directed to students and/or parents by other non-profit groups which have been approved by said group.

2. Paid Access

Paid access shall be governed by the School Committee policy on advertising.