

Carson City School District (CCSD)

Public Relations and School Communications Accepted Practice

I. Purpose

This accepted practice ensures that CCSD maintains regular and ongoing communications throughout the community.

II. General Statement of Policy

CCSD is committed to partnering with its many publics – community, families, students and employees. The school district will coordinate and share regular and ongoing communications through a variety of means, including print, electronic, voice and visual. The district will identify spokespersons to facilitate communications and share information with the media at the district, site and program levels.

III. Information Sharing

A. Coordination of Communications

The district will coordinate information sharing at the district, school site and education program levels through the communications department. All news releases will be forwarded to the media and key contacts in the district by the communications department. The Public Information Officer (PIO) will oversee district communications and public relations.

B. Regular Communication

1. The district, school sites and district programs will provide regular communications to their publics by sharing information about their activities, happenings, curriculum, assessments and goals.
2. The primary source of regular communications will be electronic with the recognition that the district, school site, or education program levels will be responsible to ensure that families, community members and employees who do not have access to electronic sources will receive the shared communications.
3. The primary source of district communications will be the district's website (carsoncityschools.com).

C. Communication Standards

The superintendent, in collaboration with the PIO and administration, will establish communication standards for employees, recognizing the primary means of communications will be electronic. These standards will include effective internal and external use of electronic mail. They will ensure public relations and school communications meet this [Accepted Practice](#), the District [Policy No. 901](#) for Public Relations, [Policy No. 265](#) and [Regulation No. 265](#) for Social Media Application and [Policy No. 904](#) for School Visitors.

D. Annual Data – Input Reports

The district will also provide regular communications to the entire community that will include an annual report on the state of the school district, Nevada Report Card, Strategic Plan, Academics, etc. The reports will meet the requirements of the Nevada Department of Education, noting:

- District goals
- Procedures for evaluating goals
- Results of progress on school district goals and other school district assessment information
- Reports on ongoing student and program assessments conducted each year in the school district
- Other legal and pertinent information

IV. District Spokesperson and Key Contacts for Media

A. Official Spokesperson

The superintendent is the official spokesperson for the school district. The superintendent will appoint additional spokespeople as appropriate, including but not limited to:

- District related news: Public Information Officer (PIO)
- Building site: Principal or district PIO
- District activity: Activities director or administrative designee
- Community education services: Director of community education services

The PIO is responsible for coordinating the information shared with the media. The PIO will work with each school site or program's designated administrator when it is necessary to share information with the media.

District employees, will receive approval from the PIO prior to sharing school district information (upcoming events, human interest stories, awards, etc.) with the media.

The approval may be given to an employee to maintain direct media connections when appropriate (i.e. sports season, ongoing activity).

B. Crisis or Emergency Situation

The superintendent will identify the PIO as spokesperson to address all media when a crisis or an emergency situation occurs within the district. The district will identify specific times and locations of news conferences and/or briefings when necessary.

V. Media Communications with Students

The media may not contact or interview students on any of the school campuses or at school-related events without verbal permission of the district, school site, or program's spokesperson. Parent/guardian permission may be required and determined by the spokesperson.