

2018

# PUBLIC RELATIONS

SECTION 13  
ACSA POLICIES & PROCEDURES

## Section 13 — Public Relations

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### Policies:

- 13.1 Collaboration With or Endorsements of External Groups**  
Official collaboration with or endorsements of external groups and organizations or their activities shall be approved by ACSA's board of directors.
- 13.2 Announcements to the Media**  
ACSA positions and announcements to the media may be publicly expressed by ACSA officers, the executive director or his/her designee.

### Procedures:

- 13.3 Two-Way Media/Public Relations Program**  
ACSA staff will develop and maintain a timely, two-way media/public relations program to position ACSA as a resource for education writers and reporters, administrators who serve as spokespersons for their agencies, and for organizational and community advocates in the field of education.
- 13.4 Effective Communications Skills for State ACSA Leaders**  
ACSA may make training opportunities available to state leaders in order to enhance their effectiveness as organizational representatives to the media and other external publics.
- 13.4.1 State committees will be encouraged to include appropriate sessions for improving communications skills in workshops and seminars.
- 13.4.2 ACSA leaders and staff will encourage local leaders to provide training for administrators through charter, region, district and county programs.
- 13.5 Publications Featuring Communication Skills**  
ACSA publications will feature information relevant to the improvement of individual and organizational communication skills, programs and effectiveness.