

PUBLIC RELATIONS

SECTION 13
ACSA POLICIES & PROCEDURES

Section 13 — Public Relations

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.