

SUBJECT: PUBLIC INFORMATION PROGRAM

An active and continuing program of public information shall be conducted for the purpose of informing a variety of publics about the activities, programs, policies, needs, objectives, and achievements of the BOCES. The publics to whom the information program shall be directed shall include, but not be limited to:

- a. Board of Education members in the component districts
- b. Chief school officers and other professional educators in the component districts
- c. Students
- d. BOCES staff members
- e. Parents of BOCES students
- f. Elected and appointed public officials
- g. State and national legislators
- h. The business community
- i. The public at large

The public information program shall be conducted through a variety of mediums including, but not limited to:

- a. Newspapers
- b. Magazines
- c. Radio and television stations and networks
- d. Newsletters
- e. Printed brochures and booklets
- f. Paid advertisements
- g. Web page

The public information program shall be conducted under the direction of the District Superintendent.

- h. Other electronic media (e.g.; compact discs, videotapes)

Adopted: January 9, 2002