**GREENWICH STOW CREEK PARTNERSHIP SCHOOLS FILE CODE: 9160**

**POLICY MANUAL Monitored**

**Mandated**

**Bylaw X Other Reasons**

Public Relations Initiatives and Services

The board of education recognizes that the use of public relations initiatives is an integral part of the governance of the school district it serves and that public relations activities must be used prudently, ethically and only to further the educational program of the district.

The board shall annually approve a maximum dollar limit to be used for public relations activities of the district as defined in N.J.A.C. 23A-9.3(c)14, and each type of professional service, with appropriate notification to the board if it becomes necessary to exceed the established maximum dollar limit. Upon such notification, the board may adopt a specified dollar amount of increase to the amount established.  Such increase shall be approved by formal action of the board.

Professional Public Relations Services

Professional services contracts for public relations services shall be issued in a deliberative and efficient manner such as through a Request for Proposal (RFP) based on cost and other specified factors or other comparable process that ensures the district receives the highest quality services at a fair and competitive price or through a shared service arrangement.

Professional services contracts for public relations services shall be limited to non-recurring or specialized work for which the district does not possess adequate in-house resources or in-house expertise to conduct.

District employees and board members are prohibited from contracting with professional public relations firms or using in-house resources for personal gain or promotion.

Publications

District publications shall be produced and distributed in the most cost-efficient manner possible that will enable the district to inform and educate the targeted community.  The use of expensive materials or production techniques where lower cost methods are available, such as the use of multi-color glossy publications instead of suitable, less expensive alternatives, is prohibited.

The board of education prohibits the distribution, via mass mailings or other means to the district community at large, publications that include the picture(s) of any members of the Board of Education within 90 days before any election in which any board member is seeking any elective office or any election relating to district operations held in the district.

Any publication(s) distributed by the board via mass mailings or other means to the district community at large within 60 days before any election in which any Board Member is seeking any elective office or any election relating to district operations held in the district must be submitted to the Executive County Superintendent for review prior to distribution to ensure that the public funds are being expended in a reasonable and cost-effective manner.

Public relations activities, such as booths at statewide conferences, marketing activities and celebrations for opening schools and community events and TV productions that are not part of the instructional program or do not provide, in a cost-effective way, information about district or Board operations to the public, that are excessive in nature are prohibited.

All activities involving promotional efforts to advance a particular position on school elections or any referendums are prohibited.

Nothing herein shall preclude the board from accepting donations or volunteer services from community members, private educational foundations and businesses to conduct or assist in public relations services.  Examples include, but are not limited to:

1. Providing district flyers, newsletters or other materials containing district related information of public concern to local businesses, public meeting places or other local organizations to display or make available for dissemination;
2. Making district related information of public concern available to local newspapers to publish related articles; and
3. Utilizing volunteered services of community members, district employees, members of parent organizations or businesses with expertise in related areas such as printing, advertising, publishing or journalism.

**Greenwich:**

Adopted: October 2, 2008

NJSBA Review/Update: August 2022

Readopted:

**Stow Creek:**

Adopted: August 25, 2008

NJSBA Review/Update: August 2022

Readopted:

Key Words: Public Relations, Publications

**Legal References:** N.J.S.A. 18A:16-1 Officers and employees

N.J.S.A.18A:19-1 Expenditure of funds on warrant only

N.J.A.C. 6A:23A-5.2 Additional Measures To Ensure Effective and

Efficient Expenditures Of District Funds