

**PUBLIC RELATIONS**

Public relations promote the mission, philosophy and objectives of the school and its successes, not only to those constituents within the school, but also to the broader community where the school is located.

1. Public relations effectively communicates the Catholic identity and mission of the school program to the public.
2. Public relations are the work of all members of the school community. The Pastor, the Principal, the Development Director, and the Board of Education have specific responsibilities to promote these efforts.
3. Public relations can only be effective when the message of the school is honestly and openly communicated to the public.
4. A key means of public relations will be for the school to cooperate with the local community and to engage in civic activities as they may be appropriate to the school's mission.

Policy

Revised: April 17, 1996

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RWG/Bishop of Harrisburg