

# The President and Public Relations

Tom Farrell

President Madison Central School District Board of Education

# A Little About Tom

## tom.farrell@dsu.edu

- Entering 3<sup>rd</sup> year as President of the Madison Central School District Board
- Been on the board for 4 ½ years
- Initially appointed then have run for two 3 years terms
- Retired professor from Dakota State 39 plus years
- Madison native and wife taught in system for 36 years
- Both of our children are graduates

# Definition

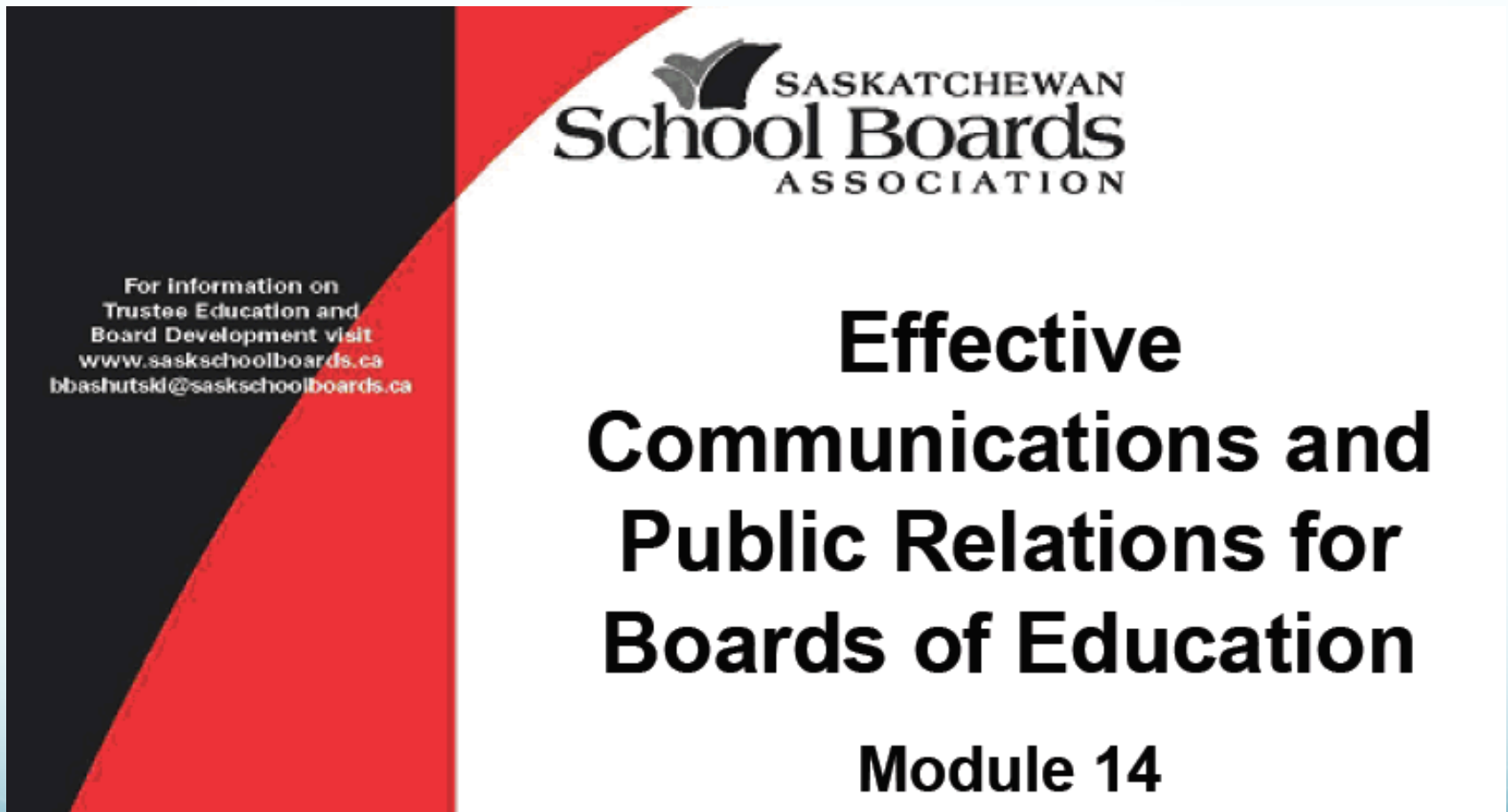
**public relations** plural of **pub·lic re·la·tions** (Noun)

## Noun

1. The professional maintenance of a favorable public image by an organization or a famous person.
2. The state of the relationship between the public and a company or other organization or a famous person.

More info - [Wikipedia](#) - [Dictionary.com](#) - [Answers.com](#) - [Merriam-Webster](#)

# Found A Great Source



[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications.pdf](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications.pdf)

# Disclaimer

- There are many variables to this topic
- I have attempted to address both ends of the spectrum plus the middle
- Size of district, location of district, media in district and the list will go on
- Are any of you in districts that actually have a person hired for the purpose of district public relations?

# Does Your District Have A Policy

<b>Associated School Boards of South Dakota</b>	<b>NEPN Code: KBC</b>
<b>Policy Reference Manual</b>	

## **NEWS MEDIA RELATIONS**

The Superintendent or designee will coordinate all activities relating to the publication of information concerning the schools or the appearance of news releases relating to school personnel or activities.

In addition to the use of the official newspaper as required by state law for specific announcements, the public schools will use all media available, both public and private, and the school media to keep the public informed as fully as possible on school matters.

The Board welcomes the active participation of newspapers, magazines, radio, television, and other mass communication media in promoting the cause of good education in our district and state.

Suggestions and advice from representatives of such media as to how best to facilitate the flow of information to them by the Board and personnel of the school district will be welcomed.

Newscasts, spot announcements, sports and media coverage of other school activities and programs must be presented in the public interest. Identification of the schools with the promotion of any commercial or political enterprise will not be permitted.

Reviewed: 03/01/2012

# Internal Publics

Other Board Members	Superintendent
Business Office	Teachers
Paraprofessionals	Secretaries
Bus drivers	Maintenance workers
Food Service Personnel	Students

[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications.pdf](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications.pdf)

# External Publics

Parents	Businesses
Civic Groups	Elected Officials
Media	Social Media
Government Agencies	Senior Citizens
Non Parents	

[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications.pdf](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications.pdf)



# Then and Now

- School public relations used to be about getting positive messages out;
- It was a one-way communication street designed to showcase the best of a school or district to gain community support.
- Today, school public relations is less about conveying information than it is about establishing and promoting partnerships within the community.
- Effective public relations means schools ask for and receive information just as much as they transmit it.

[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications.pdf](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications.pdf)

# Four Steps of Public Relations

- **Research** – Data gathering and listening.
- **Planning** – Timelines, responsibilities, and resources.
- **Communicating** – The action step that gets the word out.
- **Evaluating** – Determining the success of the initiative.

[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications.pdf](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications.pdf)

# Format For Communication Plan

Who needs to know?	What do they need to know?	Who will tell them?	How will they be informed?	By when?

[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications.pdf](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications.pdf)

# Obstacles to Overcome

- **News Media Scrutiny** – Report disappointing academic performance to acts of violence by a few students.
- **Increased Competition** – The growing demands of other sectors of society that look to government for a greater proportion of funds.
- **Demographics** – Declining enrolments due to decreased population and birth rate, urbanization and the resulting decline in the number of school age children have resulted in an increased number of people who see themselves as having no personal stake in the success of education.
- **Rampant Cynicism** – Growing concern about the national and state economy, the integrity of business and government and organizational leadership have eroded trust in public institutions.

[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications)

# For You The President

- In many cases as President you become the spokesperson for the board
  - Obvious is you preside over the meeting being held in public
  - You have been elected by your fellow board members to be the leader of the board
- What you say/do as the President is often viewed as the position of the board
- Depending upon media that may cover your district it will be your picture and your voice that will be used by the media

# Single Voice Concept

- If working at the board level the single voice should be the president or the designee
- If working at the district level single voice should be the superintendent or the designee
- Worst possible scenario is multiple voices telling either the same or worse telling different stories

# Depending Upon Size of Community

- Public relations could mean dealing with all different types of media
  - Newspapers
  - Radio
  - Television
- Enter Social Media
  - Bloggers
  - Facebook
  - Twitter

# Newspapers

- Every district has a paper that is used for official publication
- They may or may not cover your district as news
- Our local paper serves three other schools in the county and they usually carry information on the upcoming board meeting and usually some type of follow up story
- Issue/opportunity is what they extract and print in the news is what they feel is important



# Radio

- Depending upon the size the community you may have the option of one or even multiple radio stations
- Our local radio station has done an every Monday that school is in session with our superintendent or someone else from with the district
- Have expanded to again the three area schools for current academic year
- Cover our meetings, but they choose the sound bite

# Television

- If you are in one of the television markets that becomes another media that will cover your district
- You have know control as to what is reported or shown
- As smaller districts we hope there is no television because in our cases more times than not it is something negative that has happened and is reported
- Our high school renovation made Thursday KDLT

# The 21<sup>st</sup> Century

## World of contrast in school district patrons

- So many immediate methods of communication today
- Newspaper, radio or television were on a predictable time table
- Texts
- Facebook
- Twitter
- Blogs

# Texting and Social Media

- One of the newest and largest challenges we face in the public relations world
- The district in no way controls what is placed on sites or posted as follow up
- Tom's personal position is I may read items and often times have other board members refer items to me, but I do NOT post or participate.
- Examples

# District Patrons Include

- 1900-1924 - G.I. Generation
- 1925-1945 - Silent Generation
- 1946-1964 - Baby Boom
- 1965-1979 - Generation X
- 1980-2000 - Millennials or Generation Y
- 2000/2001-Present - New Silent Generation or Generation Z

# GI Generation

- Tom Brokaw wrote in his 1998 book *The Greatest Generation*, “it is I believe the greatest generation any society has ever produced.”
- He argued that these men and women fought not for fame and recognition, but because it was the “right thing to do”.
- When they came back they rebuilt America into a superpower.

# The Silent Generation

- The label "Silent Generation" was first coined in the November 5, 1951, cover story of Time to refer to the generation coming of age at time born during the Great Depression and World War II, including the bulk of those who fought during the Korean War.
- Characteristics are grave and fatalistic, conventional, possessing confused morals, expecting disappointment but desiring faith, and for women desiring both a career and a family.

# Baby Boomer

- A **baby boomer** is a person who was born during the demographic Post-World War II baby boom born between the years of 1946 and 1964.
- Baby boomers are associated with a rejection or redefinition of traditional values; however, many commentators have disputed the extent of that rejection, noting the widespread continuity of values with older and younger generations.



# Generation X

- Gen X is the generation born after the Western post-World War II baby boom describing a generational change from the Baby Boomers (Born between 1965 – 1979)
- Compared with previous generations, Generation X represents a more apparently heterogeneous generation, openly acknowledging and embracing social diversity in terms of such characteristics as race, class, religion, ethnicity, culture, language, gender identity, and sexual orientation.

# Generation Y or Millennials

- Millennial characteristics vary by region, depending on social and economic conditions.
- There's a marked increase in use and familiarity with communication, media, and digital technologies.
- In most parts of the world its upbringing was marked by an increase in a neoliberal approach to politics and economics; the effect of this environment are disputed.

# District Websites

- Wonderful medium to provide patrons information
- Available 7 – 24 – 365
- Largest problem is keeping the information current
- Who has control as to what is placed on the website
- How long does it stay on the website
- Do all pages contain the same information/links

# Website Link to Board Meeting

at Ma

## **School Board**

[Agenda for Special School Board Meeting](#)

Monday, August 19, 2013, 6:30 PM

**LOCATION- New Boardroom**

[Minutes of School Board Meetings 13-14](#)

[Minutes of School Board Meetings 12-13](#)

[Minutes of School Board Meetings 11-12](#)

[Minutes of School Board Meetings 10-11](#)

[Minutes of School Board Meetings 09-10](#)

[Minutes of School Board Meetings 08-09](#)

[Minutes of School Board Meetings 07-08](#)

[Minutes of School Board Meetings 06-07](#)

[Minutes of School Board Meetings 05-06](#)

[Minutes of School Board Meetings 04-05](#)

[School Board Meeting Webcasts](#)

# Special Meeting Agenda

## AGENDA

MADISON CENTRAL SCHOOL DISTRICT #39-2

SPECIAL SCHOOL BOARD MEETING

MONDAY, AUGUST 19, 2013

6:30 PM

BOARDROOM (NEW LOCATION) ROOM 400

ENTER HIGH SCHOOL THROUGH FRONT ENTRANCE-ROOM ON RIGHT

1. Call to order.

2. Record of members present or absent.

3. Establishment of quorum.

4. Approval of agenda.

Motion\_\_\_\_\_Second\_\_\_\_\_

5. Consider moving 4th grade for 4 sections (16 students each) to 3 sections (21.3 students each).

Motion\_\_\_\_\_Second\_\_\_\_\_

6. Consider moving kindergarden from 4 sections to 5 sections due to high enrollment.

Motion\_\_\_\_\_Second\_\_\_\_\_

7. Adjourn.

Motion\_\_\_\_\_Second\_\_\_\_\_

# Apps

- What is an App
- Will this become the future
  - Currently ios-Apple or Android
- Similar issues as with websites

# School Reach - Phone

- Can this become a form of Public Relations
- Board members who are not parents should receive these same calls
- Madison Central School District primary use has been for the purpose of school cancelation
- Used this fall for notification of all district registration
- Be cautious to not over use

# Information vs Communication

Information	Communication
Speaks to the head	Engages the heart
Monologue	Dialogue
Facts and results	Stories and values
Mostly written	Mostly verbal
Quantity	Quality
Provides Updates	Builds community

[http://www.saskschoolboards.ca/educationservices/modules/Module\\_14\\_Effective\\_Communications.pdf](http://www.saskschoolboards.ca/educationservices/modules/Module_14_Effective_Communications.pdf)



# Thank You

- Questions?
- Tom Farrell, Board President Madison Central School District
- E-mail: [tom.farrell@dsu.edu](mailto:tom.farrell@dsu.edu)