

Public Information

Reports to **Superintendent**

Our demographics

Director: Michelle Craig

Began position: 2019

In district: 2016

In education: 2016

Staff: Nicki Letterman, Administrative Assistant

Location: District Office, 300 South Catawba Street, Lancaster, SC

Our focus

Our department works to build the support of our district's constituencies (parents, students, non-parents, business community, board, educators, staff, retired educators) for student learning and achievement and for school and district programs and staff.

Our functions

- Liaison with the media
 - Send to all areas newspapers and TV stations a weekly *Great Ideas* with story ideas in schools and district
 - Provide information and releases on new programs/initiatives to encourage coverage by the media
 - Provide information and arrange interviews as requested by media
 - Maintain positive relations and contacts with local media
 - Work to insure fair and accurate coverage of issues by the media
 - Coordinate crisis coverage by the media
- Ensure standardized “look” for the district
 - Conduct workshops on formats for reports, memos, letters, forms and newsletters
 - Develop reports, forms and newsletters, as requested
- Develop publications to inform school community and community, in general
 - *Learning* newsletter
 - Brochures and flyers for programs
 - Course Guide
- Develop materials for board meetings and for meetings called by the superintendent
 - Assist superintendent with the board agenda, ensuring a professional, informative packet
 - Assist superintendent with materials for directors' meetings and other superintendent-called meetings

Our department strengths

- **Our knowledge of how the media work:** Michelle worked for The Lancaster News for 14 years as a graphic designer and as a liason with individuals and businesses interested in advertising with the paper.

Nicki worked for TV news organizations in North Carolina and Georgia as an assignment editor for more than 10 years and at Harrisburg Elementary and Van Wyck Elementary Schools as an administrative assistant in the Lancaster County School District for 7 years.

- **Our willingness to help and to do as much as we can to lighten the load on schools and teachers:** One of our department's philosophies is do all we can to avoid placing extra work on school personnel.
- **Our willingness to devote the time and resources to produce top quality products:** We are committed to do what it takes to produce work that represents our district in the most professional way possible.
- **Our understanding of how to communicate effectively:** We work hard to create pieces that communicate clearly, that are easy to read and that people will want to read.
- **Our understanding of our community and our system:** We know the history and politics of our community and the people who have helped shape our community and our system.