

Public Information

Reports to **Superintendent**

Our demographics

Director: David Knight

Began position: 1988

In district: 1988

In education: 1975

Staff: Michelle Craig, 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,

and I began teaching journalism during my first year in education. Our backgrounds help us understand media deadlines, how they decide what to publish and what they want when they call.

- **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.

Our honors & awards

- I haven't spent the time to enter the PR contests that I should. I know there would be some benefit to our district if we entered these, but with all the other people we need to help, entering contests has been low priority for us.