

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.