

PUBLIC RELATIONS PLAN



Public Relations For Public Schools

James Flint Waller



Public Relations For Public Schools:

Public Relations for Public Schools Doyle M. Bortner, 1972 *Public Relations in Schools* Theodore J. Kowalski, 2011

For educational administration and leadership students studying school and community relations A contemporary and practice based school public relations text that centers on the importance of communication relationships and technology Outfitting students with a wealth of practical practice based knowledge that they can take directly into the halls of their school the new fifth edition of *Public Relations in Schools* has a fresh contemporary focus on both how administrators can effectively communicate with the community and how building strong relationships with stakeholders can ultimately lead to overall school improvement Through a blend of theoretical and tacit knowledge this text offers students an in depth guide to

- 1 how to successfully communicate with both internal and external school entities
- 2 how to build and maintain positive and active relationships via social and political capital and
- 3 how to translate the value of these relationships into positive change within the school

While exploring these three central themes the book emphasizes how new technologies can aid school success At the same time real world case studies at the beginning of each chapter introduce readers to actual public relations issues and bring the material to life The revised fifth edition of *Public Relations in Schools* is updated with new materials and references throughout the text including two new chapters one on harnessing technology for your public relations needs and one on collecting assessing and applying public opinion In addition the new fifth edition text contains a matrix at the front of the book showing how content relates to ELCC NCATE Standards the widely used criteria for administrator preparation and licensing

School Public Relations Programs in Selected Wisconsin Public Schools Douglas W. Keiser, 1994

School Public Relations, 1986 School public relations is a planned and systematic management function relying on a comprehensive two way communication process involving both internal and external publics with a goal of stimulating a better understanding of the role objectives accomplishments and needs of the organization The function of school public relations is first to ensure that schools are identifying and serving society's needs as well as possible and second to make sure that the public knows that its needs are being met so that it will support its schools After a preface 14 chapters address these topics

- 1 building support for schools
- 2 public relations in education
- 3 the current stance of education in relation to the public
- 4 developing a public relations program
- 5 working with parents and students
- 6 involving key publics
- 7 managing critical issues
- 8 using new technology
- 9 printed communications
- 10 working with the media
- 11 the basics of school public relations
- 12 special problems
- 13 building level public relations and
- 14 evaluating the public relations investment

Included in six appendices are a code of ethics and standards for educational public relations programs and public relations professionals Concluding the book are 61 references and an index

Field-proven Programs for Better Public Relations, 1980 To help school administrators improve their communication and public relations programs the National School Public Relations Association presented 23 mini workshops in a special session

at the 1979 annual meeting of the Association of School Business Officials This handbook presents the tip sheets prepared by the 23 workshop presenters along with each presenter s address and telephone number The first six tip sheets in section 1 discuss staff public relations for school business officials and the school support staff including relations with the school board the community and the legislature Section 2 looks at budget and finance issues its six tip sheets suggest ideas about budget planning and elections mass media school finance law cost increases with enrollment decreases and business office advisory committees The three presentations in the third section examine pupil transportation cutbacks in transportation and student behavior on buses The eight tip sheets in section 4 involving public relations with students and the community cover news releases school and district publications community group involvement relations with realtors school desegregation energy management and labor relations RW Pebbles National School Public Relations Association,1960 **Promoting Your School** Irene M. Lober,1993 To learn more about Rowman Littlefield titles please visit us at www.rowmanlittlefield.com Public Relations for the Public Schools James Flint Waller,1933 **Teaming Up for Public Relations** National School Public Relations Association,1952 The School and Community Relations Don Bagin,Donald R. Gallagher,2001 This book recognizes that publicity is required for interpreting the school to the community and the community to the school Well designed community relations programs can create a sense of friendliness and good will toward faculties provide adequate financial support for schools and develop a sense of responsibility in the community for the steady improvement of education Theories techniques and tips to help educational leaders deal with communications challenges are detailed In the seventh edition two new chapters focus on crisis management including school violence Part 1 Essential Considerations includes chapters on the public character of the school understanding the community the importance of the public relations program and the program s policies goals strategies and administration Part 2 Relations with Special Publics includes chapters on the communication process with internal and external publics preparation for crises and communication about school services and special events Part 3 concerns communication tools Its chapters consider working with the press the use of the media the Internet printed materials campaigns and school choice Part 4 is concerned with the assessment of the public relations program s degree of success An index is provided as well as a list of helpful organizations Contains 97 references RKJ

Use of Public Relations in Oklahoma Public Schools Randy Dwain Gibson,1991 **Public Relations in Educational Organizations** Theodore J. Kowalski,1996 This collection of readings addresses a demand being placed upon educational administrators using technology to create two way communications systems within their organizations and their communities It treats public relations as an indispensable element of leadership The book integrates theories and techniques taken from a variety of theorists and practitioners in both public relations and educational administration to provide an interdisciplinary contemporary foundation for practice In each chapter are case studies questions and suggested readings *Learn from the Winners* Donald L. Hymes,1983 *School Public Relations* Arthur Bernard Moehlman,James A. Van Zwoll,1957

Improving School Public Relations Robert P. Hildrup,1982 **School Public Relations** J. A. Kinder,1982

Public relations practices in Texas public schools Texas Committee of Ten,1958 **Public Relations Ideas for**

Teacher Education American Association of Colleges for Teacher Education. Committee on Public Relations,1961

Public Relations for School Library Media Centers Mildred Laughlin,Kathy Howard Latrobe,1990 *Having an*

Impact on Learning Kelly Wachel,Matt Wachel,2015-12-03 A public relations director and a principal have mostly the same goals in helping students achieve at high levels While each might go about impacting student learning in different ways they both work to make education better In *Having an Impact on Learning* the husband and wife team of Matt and Kelly Wachel help show how both the principal and the public relations director can propel education forward Whether it s through perception teaching and learning communication social media events student achievement or working with the community principals and public relations professionals have to understand their roles in contributing to each of those areas While the topics of conversation between these two professions sometimes cause disagreement in the end the principal and the public relations professional agree that their two views must ultimately mesh to help do what s best for kids In this book get insight into these areas of education and learn about ways principals and public relations directors can work in harmony School leaders and communicators have to be on the same page when it comes to telling the story of education We are all storytellers and we have to be able to tell the story together

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