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# *Preface*

**U**se this resource as your personal school public relations adviser. It has been designed to work as an on-the-job public relations partner for everyone working in schools. It is a resource to be consulted again and again as you plan and implement public relations activities to support student and school success.

This guide recognizes the vital roles that school public relations efforts play in helping students achieve and schools succeed. For students and schools to thrive, parents and communities must be supportive and involved. And the engagement and understanding needed to foster such support and involvement depend on the open, two-way, ongoing communication created by effective school public relations efforts.

The book is light on theory but heavy on practical ideas. It offers hints and tips you can use right away. It focuses on specific public relations tactics that work for individual schools and programs, as well as for school systems overall.

This guide also emphasizes the public relations responsibilities held by everyone working in schools. Of course, district administrators play key roles in nurturing communication that works. But principals, program directors, teachers, office staff, bus drivers, volunteers, and others—all persons on the front lines between schools and the people they serve—are key contributors to building understanding of and support for schools. This book offers practical ideas to assist all school employees in fulfilling these individual public relations roles.

Success in public relations often requires making the right spur-of-the-moment decisions—resulting in words and actions that will affect the reputations of schools and individuals well into the future. This guide offers sensible public relations support to every person making and implementing such choices, every single day, in schools everywhere.