

GOALS AND OBJECTIVES

Educational public relations is a planned and systematic two-way process of communication between a district and its internal and external publics. Its program serves to stimulate a better understanding of the role, objectives, accomplishments and needs of the organization. Educational public relations is a management function which interprets public attitudes, identifies the policies and procedures of an individual organization with the public interest and executes a program of action to encourage public involvement and to earn public understanding and acceptance.