

Support Services

13. Public Information Office

- ▶ Post and ensure the Brownsville ISD COVID-19 Action Plan 2020-2021 is available to parents soon after receiving board approval
- ▶ Continue to modify communication as new TEA guidelines on remote instruction are made available
- ▶ Gather facts and distribute them to the media to avoid miscommunication
- ▶ Produce printed and video material about Brownsville ISD's Remote Instruction Procedures
- ▶ Organize special events such as **news conferences** as requested by the superintendent.
- ▶ Maintain **social media** presence to keep students, parents, staff and the community informed

Well-Being and Safety continued Public Information Office

- ▶ Communicate, in a timely manner, critical information effectively to all stakeholders
- ▶ Write press releases and prepare information for distribution to media outlets
- ▶ Draft COVID-19 memos for the superintendent
- ▶ Respond to requests for information from media outlets
- ▶ Maintain and open line of communication with media organizations

