

Office of Superintendent of Schools  
Board Meeting of June 21, 2000

June 8, 2000

Personnel Management and Services  
Nelson E. Diaz, Deputy Superintendent

**SUBJECT: PUBLIC INFORMATION OFFICER (CONTRACTED POSITION)**

The Public Information Officer reports directly to the Superintendent of Schools. This is a contracted position responsible for the administration and supervision of the Office of Public Information and Media Relations with concurrent management, supervisory, and budgetary responsibilities for all service and operational activities for News Media Relations, Information Services, Community Outreach (Hispanic Affairs and Haitian Affairs), Publications, Marketing and Special Projects, Public Relations, Translation Services, and Public Information. The Public Information Officer plans and conducts a comprehensive communications plan for Miami-Dade County Public Schools, developing and communicating information designed to keep the public informed about the school district's programs and accomplishments, by promoting goodwill through different publicity efforts. The Public Information Officer serves as chief spokesperson and public relations officer.

Details of this Board Agenda Item will be made available prior to the Board meeting of June 21, 2000.