

SCHOOL-COMMUNITY RELATIONS

File: KBC-R

MEDIA RELATIONS

1. News and information concerning school events, personnel, students, and programs shall be released to the press or other media outlets only with the approval of the principal or Superintendent and in accordance with state and federal laws regarding confidentiality.
2. All other matters representing the official position of the Board, prepared for publication by any of its employees, shall be approved by the superintendent or a designee prior to release to the press.
3. If any employee receives a request from any media representative for information regarding any employee, student, or program of Charlottesville City Schools, he/she shall first contact his/her supervisor or Coordinator of Community Relations.
4. The supervisor or Coordinator will make the decision, based on potential input with other administrative staff, the appropriateness of the media contact.

Issued: August 17, 2009

Revised: January 9, 2013

Legal References: Code of Virginia, 1950, as amended, sections 22.1-287, 22.1-287.1

Cross References: JO Student Records
KB Public Information Program