

COMMUNITY RELATIONS

File: KBC

MEDIA RELATIONS

Media releases by the schools are encouraged as a means of informing the public of programs, activities, and accomplishments. Staff members are encouraged to participate in activities that inform the public about school programs and activities. The Community Relations Specialist will be responsible for coordinating the media relations efforts for the school division.

News and information concerning school events, personnel, students, and programs shall be released to the press only with the approval of the principal or Superintendent and in accordance with state and federal laws regarding confidentiality. 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.

Adopted: August 6, 1998
Revised: January 8, 2004
Revised: September 20, 2007
Reviewed: February 21, 2008
Revised: July 5, 2012

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