

NEWS MEDIA RELATIONS

The news media has an important role in informing the people about their public schools. Whenever an opportunity arises for the Superintendent (or staff members at his/her request) to participate in radio or TV programs designed to inform the public, every effort shall be made to accept it. Principals shall furnish timely and accurate information about activities and developments in their schools.

News releases by the schools shall be encouraged as a means of informing the public of programs, activities, and accomplishments.

Routine news and information concerning school events, personnel, students, and programs shall be released to the press only with the approval of the principal. All other matters representing the official position of the Board prepared for publication by any of its employees shall be approved by the Superintendent prior to release to the public press.

The principal of each school is authorized to arrange for announcements in the schools regarding community programs and scheduled activities or events he/she believes have educational or recreational value.

Adopted: January 11, 1994

Revised: October 12, 2004

Legal Ref.: Code of Virginia, 1950, as amended, sections 2.2-3700 et seq.