

MEDIA AND PUBLIC RELATIONS

Schools are encouraged to share good news and important information with the Office of Communications 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.

News and information concerning school events, personnel, students, and programs shall be released to the press only with the approval of the Office of Communications and in accordance with State and federal laws regarding confidentiality.

For the purposes of safety, security and consistency, all communications, including all media interviews or approval for media interviews during an emergency or crisis, should be coordinated through the Office of Communications. In addition to various electronic communications, formal emergency or crisis communications concerning a school will be written on school letterhead and signed by the principal. Formal emergency or crisis communications concerning multiple schools or the Division as a whole will be written on Division letterhead and signed by the Superintendent. Information that has been put out by the Office of Communications can be freely disseminated.

The Superintendent or designee must approve the release of information concerning exceptional or emergency events in individual schools. All matters representing the official position of the School Board prepared for publication by any of its employees shall be approved by the Office of Communications, the Superintendent or designee, and the School Board Chair or designee prior to release.

Adopted: November 21, 1996
Amended: December 16, 2004
Amended: September 20, 2007
Affirmed: June 23, 2016

Legal Refs.: Code of Virginia, 1950, as amended, §§ 22.1-70, 22.1-253.13:7.C.4, 22.1-293, 22.1-287, 22.1-287.1.

Cross Ref.: JO Student Records
EB School Crisis, Emergency Management, and Medical Emergency Response Plan