



COMMUNITY RELATIONS: Communications with the Public

The Board of Education supports two-way channels of communication between the school system, the citizenry of the county, and the global community.

The Superintendent of Schools is responsible for all informational services and is encouraged to utilize all available media of communication to inform the public regarding the mission, goals, programs, achievements, and needs of the school system.

To help achieve the above goals, the Superintendent of Schools shall be provided with assistants whose major duties will include:

1. Preparation of informational materials including releases for newspapers, television, radio, electronic publications, and periodicals.
2. Maintenance of close liaison with representatives of the mass media to maximize coverage of school system activities.
3. Coordination of the standards and guidelines for the Baltimore County Public Schools' web site development and the personnel responsible for the management and distribution of school system publications via electronic networks.
4. Compliance with federal, state, and local laws pertaining to all forms of communication and information distribution emanating from the school system to the public.
5. Organization of speakers' bureaus to provide programs for PTA, governmental, and civic organizations.
6. Coordination of work with PTA and other groups who seek the betterment of the school system or the community in general.
7. Sponsorship of regular television and radio programs, the Baltimore County Public Schools' cable Education Channel, and the Baltimore County Public Schools' web site, to describe the programs and goals of the school system.

8. Assistance to principals in developing public relations in individual schools.
9. Assistance to central staff administrators in communicating with the community.

Policy
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Board of Education of Baltimore County