



COMMUNITY RELATIONS: Communications with the Public

Communications

I. Purpose

- A. To establish procedures for utilization of various forms of communication in support of the Board of Education of Baltimore County's (Board) commitment to providing the community with information about the Baltimore County Public Schools (BCPS).

II. Procedures

- A. The Superintendent has designated the Office of Communications with the responsibility for overseeing all informational services for BCPS.
- B. The Office of Communications is encouraged to utilize all available mediums of communication to inform the public regarding the mission, goals, programs, achievements, interests, and needs of the school system.
- C. The following methods should be considered when communicating with the public:
 - 1. Preparation of informational materials including releases for newspapers, television, radio, electronic publications, periodicals, and school-based Web sites.
 - 2. Maintaining a rapport with representatives of the mass media to maximize informed and positive coverage of school system activities.
 - 3. Developing standards and guidelines for the maintenance of the electronic distribution of school system publications via the school system's Web site.
 - 4. Complying with all federal, state, and local laws pertaining to all forms of communication and information distribution.
 - 5. Developing and maintaining a speakers' bureau for Parent-Teacher (Student) Associations (PTSA), businesses, governmental, and civic organizations.
 - 6. Collaborating with PTSA and other groups that support student achievement and the mission and goals of the school system.
 - 7. Schedule appearances on local television and radio programs, as well as on the school system's cable Education Channel and Web

site, to disseminate information about the school system, schools, and student successes.

8. Provide assistance to principals and department heads in developing responses to media inquiries and other public relations matters.
9. Provide Assistance to central staff administrators in communicating with the community and media.

Legal References: 20 U.S.C. §6301, *Et Seq., No Child Left Behind Act of 2001*, as amended by Section 1118(A)(2) of the *Elementary and Secondary Education Act (ESEA)*

Related Policies: Board of Education Policy 1110, *Media, Public Relations, Events, Television, and Web site*
Board of Education Policy 1200, *Community Involvement*
Board of Education Policy 1210, *Relationship with Parent-Teacher (Student) Associations*
Board of Education Policy 1250, *Participation in the Local School by Community Members*
Board of Education Policy 1270, *Parent and Family Involvement*
Board of Education Policy 4104, *Telecommunications Access to Electronic Information, Services and Networks*

Rule
Approved: 09/06/11

Superintendent of Schools