



COMMUNITY RELATIONS: Communication with the Public

Media, Public Relations and Publications, Events, Television, and Web Site

A. General

1. All employees shall comply with Board Policy and Superintendent's Rule 6202 including Form A and Form E when communicating with the public. Communications shall not include abusive, harassing, libelous, obscene, offensive, profane, pornographic, threatening, sexually explicit, or illegal material.
2. Employees and students shall comply with Superintendent's Rule 1111, Copyright and Intellectual Property, when communicating with the public.
3. All communications shall employ the conventions of Standard English or other applicable languages.

B. Press and Media Relations

1. The release of information concerning the school system to the press and other media shall be coordinated by the Office of Communications.
2. The release of information to the media that relates exclusively to an individual school shall be the responsibility of the principal. Principals shall inform their area assistant superintendents and the Office of Communications when conveying information to the media.

C. Publications, Events, Television, and Web site

The Superintendent and designated staff shall communicate with the public directly through publications, events, television, and the Baltimore County Public Schools' (BCPS) Web site.

1. The production/publication of systemwide information for presentation/distribution to the public shall be coordinated by the Office of Communications.

RULE 1110

2. The production/publication of information pertaining exclusively to an individual school/office for presentation/distribution to the public shall be the responsibility of the principal/office head. Principals/office heads shall inform their area assistant superintendent/division head as well as the Office of Communications when sharing productions/publications with the public.
  - a. Staff and students who act as representatives of a school/office shall obtain prior permission of the principal/office head prior to communicating information to the public.
  - b. Principals shall designate an employee (webmaster) to coordinate and monitor electronic publications, such as a school web site. The webmaster shall comply with Policy and Rule 6202, including form A and Form E, as well as Rule 4006, Form B.

Legal References:                   Federal Laws  
  Copyright Act of 1976, 17 U.S.C. §101  
  Family Educational Right and Privacy Act of 1974,  
  20 U.S.C. §1232G  
  State Law  
  *Annotated Code of Maryland, State Government Article,*  
  §10-611-628  
  COMAR 13A.08.02

Related Policies:                   Board of Education Policy 4006  
  Board of Education Policy 6202

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