COMMUNITY RELATIONS: Communications with the Public
Publications, Radio, Television and Digital Media

I. Policy Statement

The Board of Education of Baltimore County (Board) believes that effective communications and public relations contribute to student achievement by providing information that promotes parent and community support and involvement. The Board is committed to disseminating information about Baltimore County Public Schools (BCPS), its programs, activities and accomplishments by using a variety of media resources.

II. Definition

School Administrator – School principal or in the absence of the principal, the administrator designated by the principal.

III. Standards

A. The Superintendent shall serve as the primary spokesperson for matters of systemwide interest.

B. Each school administrator is authorized to keep parents and others informed about an individual school’s programs and activities.

C. School system employees shall not release information that is private or confidential as identified by law, Board policy or Superintendent’s rules and shall otherwise comply with laws and regulations pertaining to the U.S. Copyright Act, U.S. Privacy Act, Family Educational Right to Privacy Act, Communications Decency Act and the Maryland Public Information Act.

IV. Implementation

The Board directs the Superintendent to implement this policy.

Legal References: 5 U.S.C. § 552a, Privacy Act of 1974
17 U.S.C. § 101, et. seq., Copyright Act of 1976
POLICY 1110

20 U.S.C. § 1232g, *Family Educational Rights and Privacy Act (FERPA)*

47 U.S.C. § 230, Communications Decency Act

*Annotated Code of Maryland, General Provisions Article §§ 4-101 to 4-601 (Public Information Act)*

COMAR 13A.08.02, *Student Records*

Related Policies:

- Board of Education Policy 1100, *Communications with the Public*
- Board of Education Policy 1200, *Community Involvement*
- Board of Education Policy 1270, *Parent and Family Engagement*
- Board of Education Policy 4104, *Technology Acceptable Use Policy (TAUP) for Authorized Users*
- Board of Education Policy 6202, *Technology Acceptable Use Policy (TAUP) for Students*

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