COMMUNITY RELATIONS: Communications with the Public

Communications with the Public

I. Purpose

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 Department of Communications and Community Outreach with the responsibility for overseeing all informational services for BCPS.

B. The Department of Communications and Community Outreach 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 (PT(S)A), businesses, governmental and civic organizations;
   6. Collaborating with PT(S)A 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 Website, 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; and

9. Provide assistance to central staff administrators in communicating with the community and media.


Related Policies: Board of Education Policy 1110, Publications, Radio, Television, and Digital Media
Board of Education Policy 1200, Community Involvement
Board of Education Policy 1210, Relationship with Parent-Teacher (Student) Associations
Board of Education Policy 1270, Parent and Family Involvement
Board of Education Policy 4104, Technology Acceptable Use Policy (TAUP) for Employees and Approved Non-Employees

Rule Superintendent of Schools
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