

SCHOOL COMMUNICATIONS PROGRAM
NEWS MEDIA RELATIONS

GBBA
(LOCAL)

~~The Board recognizes the responsibility of the news media to provide to the community accurate and timely information concerning the objectives, achievements, needs, and conditions of District schools and their educational programs.~~

~~BOARD MEETINGS~~

~~District officials shall cooperate with news media to ensure complete and accurate coverage of all Board meetings.~~

NEWS RELEASES

News releases ~~concerning~~**of a** political or controversial **issues or nature, as well as those concerning** the overall operation of District schools, or **involving**~~that involve~~ more than one campus shall be made only by the Superintendent **or designee**.

~~Other~~**Routine** news **releases** concerning athletic events, programs, and ~~local campus~~ activities **at an individual campus** shall be ~~made~~**released to the news media** by the principal or designee.

**COMMUNICATIONS
DURING A CRISIS**

In any crisis situation affecting the District or an individual campus, ~~Principals shall be responsible for the approval and coordination of news media interviews and other coverage within individual schools, and shall cooperate when reasonable requests are made by bona fide news media representatives.~~

~~BROADCAST OF
SCHOOL EVENTS~~

~~The broadcast or telecast of school events shall be in accordance with UIL rules and shall not identify the schools with the promotion of any commercial or political enterprise. All such coverage shall be with the prior approval of the~~ **superintendent**~~principal or designee.~~

~~Media activities shall not be allowed to disturb or disrupt the~~ **official District spokesperson and shall be responsible for all communication with**~~instructional program of the~~ **news media**~~schools.~~