

SCHOOL COMMUNICATIONS PROGRAM  
NEWS MEDIA RELATIONS

GBBA  
(LOCAL)

The Board recognizes the role of the news media in informing the public concerning the District, which belongs to the public. Effective communication ensures citizen involvement and understanding.

The District seeks to encourage a positive relationship with the news media as part of a larger process of engagement with the public in conveying the District's mission, goals, and values. Therefore, it is essential for news media representatives to receive accurate, timely, and complete information.

The welfare of students, the integrity of the educational day, and transparent governmental operations while maintaining compliance with applicable laws governing student and employee information shall be the guiding influences in all decisions related to news media cooperation. Maintaining a safe and undisturbed environment on each campus, especially in the classroom, is imperative for learning.

The official spokesperson for the District shall be the Superintendent, Chief Communication Officer, or designee. The Board President shall be designated as the spokesperson for the Board. Individual Board members shall not speak on behalf of the entire Board unless designated by a majority of the Board to do so.

NEWS MEDIA  
REQUESTS

All news media requests for District or campus information, interviews, comments, photographs, video, or statements shall be directed to the Chief Communication Officer, or designee.

SPORTS MEDIA  
REQUESTS

Sports media requests for the limited purposes of covering games, competitions, and sports team feature stories may be directed to the Athletic Director, District Stadium Manager, Chief Communication Officer, or designee.

NEWS RELEASES

Official news releases and statements from the District or individual campuses shall be prepared and disseminated by the communications department.

COMMUNICATIONS  
DURING A CRISIS

In any crisis situation affecting the District or an individual campus, the Superintendent, Chief Communication Officer, Chief Safety and Security Officer, or designee shall be the official District spokesperson and shall be responsible for all communication with the news media.