

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 of a political or controversial nature, as well as those concerning the overall operation of District schools, or that involve more than one campus shall be made only by the District information officer.

Routine news concerning athletic events, programs, and local campus activities shall be released to the news media by the District information officer.

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.