

MEDIA RELATIONS

A well-informed and engaged public is essential to the achievement of the school division's vision, mission and strategic goals.

Members of print, electronic and social media companies are important sources of information about school division programs, operations, budgets, departments, policies, school staff and students and the school board.

Therefore, it is the policy of Albemarle County Public Schools that the division develop, implement and maintain a media relations program that:

- Informs the media of division programs, achievements, and needs;
- Maintains a web site and social media program with current, relevant and accurate information about important developments that affect the school division, its employees, students, and the community;
- Informs students, parents and guardians and staff members of Board policies and procedures;
- Ensures that all school division information provided to internal and external audiences is current, relevant and factual;
- Responds to inquiries from the public and the media in a timely, accurate and effective manner.

Adopted: July 1, 1993

Amended: February 26, 2004; September 6, 2007, December 11, 2008; October 25, 2012; January 12, 2017

Legal Refs: Code of Virginia, 1950, as amended, §§ 22.1-287, 22.1-287.1

Cross Ref.: JO, *Student Records*
KB, *Public Information Program*

MEDIA RELATIONS-ADMINISTRATIVE PROCEDURES

- 1) No interviews, videos or photos of students are permitted for use by the media without the permission of that student's parent or guardian and without the approval of the building principal or the division's strategic communications officer.
- 2) Employees shall refer all inquiries and requests from the media to their building principal or department supervisor for review with the division's strategic communications officer.
- 3) Requests by outside organizations for information from or interviews with school personnel that are intended for public distribution should be reviewed with the division's strategic communications officer.
- 4) All employees are encouraged to offer ideas or story suggestions that highlight an event, program or accomplishment within their school or department. Suggestions should be made to the building principal or department supervisor for review with the division's strategic communications officer.
- 5) Employees also may submit ideas for media coverage through use of the media coverage form on the Communications Department web site.

Each school and department shall designate an employee who will be responsible for the content of that school or department's web page. The building principal or department supervisor shall establish a review process to ensure that the web page content for the school or department is current and accurate. School web page content coordinators or department web managers are encouraged to relay significant items of interest to the division web team or strategic communications officer for inclusion on the division web site.

Adopted: October 25, 2012