

Purpose

To establish procedures for releasing information about the school system to the public and to provide distribution of information to community members and organizations that will support and promote the Allegany County Public School System through a variety of media.

Definitions

News Media – An organization whose expressed purpose is to disseminate accurate information.

For the purposes of this policy, “media release” refers to the distribution of information.

Social Media Site – Any online or Internet-based platform that allows interactive communication between persons or entities on social networks.

Policy Statement

The Board of Education affirms the need and obligation to keep the citizens of Allegany County apprised of accurate information regarding the Allegany County Public School System (ACPS) and recognizes the importance of effective means of communication with the general public. The Board of Education invites and welcomes the active participation of the news media in the ACPS.

The release of information concerning the school system shall be coordinated by the Superintendent and the Office of Public Information. Principals shall consult with the Superintendent and the Office of Public Information prior to releasing any information to the news media. The Superintendent and designated staff may communicate with the public through a variety of methods, including, but not limited to, television, radio, newspapers, magazines, telephone, email, text message, and the ACPS web and social media sites.

This policy shall not be interpreted to interfere with the compliance of ACPS employees with all applicable laws, including, but not limited to, the U.S. Copyright Act, U.S. Privacy Act, Family Educational Rights and Privacy Act, Freedom of Information Act, and the Telecommunications Decency Act.

Legal Reference			
Policy History	Adopted	Reviewed	Revised June 12, 2007, 1 st Reading July 12, 2007, 2 nd Reading Sept. 10, 2013, 1 st Reading Oct. 8, 2013, 2 nd Reading