

BALTIMORE COUNTY PUBLIC SCHOOLS

DATE: March 10, 2009

TO: **BOARD OF EDUCATION**

FROM: Dr. Joe A. Hairston, Superintendent

SUBJECT: **CONSIDERATION OF THE PROPOSED CHANGES TO BOARD OF EDUCATION POLICY 1110 – COMMUNITY RELATIONS: COMMUNICATIONS WITH THE PUBLIC – PUBLICATIONS, RADIO, TELEVISION, AND WEB SITES**

ORIGINATOR: Kara Calder, Chief Communications Officer

RESOURCE PERSON(S):

RECOMMENDATION

That the Board of Education approves the proposed changes to Policy 1110. This is the third reading.

Attachment I – Policy Analysis
Attachment II – Proposed Policy 1110

**Policy Analysis for
Board of Education Policy 1110
Publications, Radio, Television, and Web Site**

Statement of Issues or Questions Addressed

Board of Education Policy 1110 has not been reviewed since 1997. The recommended revisions communicate the Board's desire for continuing communication to the public both via the press/media as well as through school system publications, events, the Web site, and television.

Cost Analysis and Fiscal Impact on School System

No fiscal impact is anticipated by the revision of this policy.

Relationship to Other Board of Education Policies

Board of Education Policy 6202, *Telecommunications Access to Electronic Information, Services, and Networks*

Legal Requirements

Annotated Code of Maryland, State Government Article, §10-611-628

COMAR 13A.08.02

Copyright Act of 1976, 17 U.S.C. §101 *et seq.*

Family Educational Right and Privacy Act of 1974, 20 U.S.C. §1232G

Similar Policies Adopted by Other Local School Systems

1. Baltimore City, Rule Article 6, Section 607, *Public Relations Policy*
2. Montgomery County, Policy KBA, *Policy on Public Information*

Draft of Proposed Policy

Attached

Other Alternatives Considered by Staff

No other

Timeline:

First reading: January 27, 2009

Public comment: February 10, 2009

Third reading: March 10, 2009

COMMUNITY RELATIONS: Communications with the Public

MEDIA, PUBLIC RELATIONS AND Publications, [Radio,] EVENTS, Television, and Web Site

I. INTRODUCTION

- A. THE BOARD OF EDUCATION OF BALTIMORE COUNTY (BOARD) SUPPORTS COMMUNICATION WITH THE PUBLIC REGARDING SCHOOL AND SCHOOL SYSTEM INFORMATION AND ACTIVITIES DIRECTLY THROUGH SCHOOL AND SCHOOL SYSTEM PUBLICATIONS, EVENTS, TELEVISION PROGRAMMING, AND THE BALTIMORE COUNTY PUBLIC SCHOOLS (BCPS) WEB SITE.

- B. THE BOARD ALSO RECOGNIZES THE VALUE OF [The Board of Education invites and welcomes the active] participation by [of] EXTERNAL persons who are engaged in the production and distribution of ACCURATE information ABOUT THE SCHOOL SYSTEM TO THE PUBLIC through THE PRESS AND OTHER MEDIA. [newspapers, magazines, web sites, radio, and television in reporting school activities to the public. Suggestions and advice from representatives of such media regarding the improvement of the flow of information from the school system to the community will be welcomed.]

[The release of information concerning the school system generally shall be coordinated by the Office of Communications. Information which relates exclusively to an individual school shall be the responsibility of the principal. Principals are encouraged to seek the advice of the Office of Communications when conveying information.]

[The Superintendent of Schools and designated staff shall communicate with the public through a variety of methods such as television, radio, newspapers, magazines, and the Baltimore County Public Schools' web site. Publications describing the school system shall be made available to the community on all school system web sites as well as through other traditional methods.]

- C. School system employees shall comply with laws and regulations pertaining to the U.S. Copyright Act, U.S. Privacy Act, Family Educational Right to Privacy Act, Freedom of Information Act, and Telecommunications Decency Act.

[The Board of Education authorizes the superintendent to develop appropriate procedures for implementing this policy and authorizes the superintendent to develop appropriate discipline procedures.]

D. THE SUPERINTENDENT WILL ESTABLISH RULES AND PROCEDURES FOR IMPLEMENTING THIS POLICY.

LEGAL REFERENCE(S):

ANNOTATED CODE OF MARYLAND, STATE GOVERNMENT ARTICLE, §10-611-628.
COMAR 13A.08.02
COPYRIGHT ACT OF 1976, 17 U.S.C. §101
FAMILY EDUCATIONAL RIGHT AND PRIVACY ACT OF 1974, 20 U.S.C. §1232G

Policy
Adopted: 10/9/69
Revised: 6/9/97
REVISED: _____

Board of Education of Baltimore County