

SCHOOL COMMUNICATIONS PROGRAM  
NEWS MEDIA RELATIONS

GBBA  
(LOCAL)

**News Releases**

News releases concerning political or controversial issues or the overall operation of District schools, or involving more than one campus, shall be made only by the Superintendent or designee.

Other news releases concerning athletic events, programs, and activities at an individual campus shall be made by the Superintendent or designee.

**Communications  
During a Crisis**

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