

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 principal or designee.

COMMUNICATIONS  
DURING A CRISIS

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

INDIVIDUAL BOARD  
MEMBER INTERVIEWS

Nothing in this policy shall be construed to restrict or limit individual Board members from granting interviews to the media. A Board member shall identify the statements as his or her opinions and shall not represent the opinions of any other Board member or the Board.