

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.

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 Superintendent shall be the official District spokesperson and shall be responsible for all communication with the news media.