

KB-R Public Information Program

10/25/12

RATIONALE/OBJECTIVE:

Cobb County School District (District) believes that open and accurate two-way communication with stakeholders – including school employees, students, parents/guardians, vendors and the tax-paying public – develops support for public education and builds a relationship of trust with the community.

RULE:**A. GOALS AND OBJECTIVES:**

Educational public relations is a planned and systematic two-way process of communication between the District and its stakeholders, both internal and external. Its program serves to stimulate a better understanding of the role, objectives, accomplishments, and needs of the District. Educational public relations is a management function which interprets public attitudes, identifies the policies of the Board of Education, specifically Policy KB (Public Information Program); Administrative Rules and procedures of the District with the public interest, and executes a program of action to encourage public involvement and to earn public understanding and acceptance. Therefore, the District shall keep the general public informed about its schools, keep school employees informed, and stimulate interest in and build support for the District and its programs.

B. NEWS RELEASES, CONFERENCES, AND INTERVIEWS:

The District shall maintain a working relationship with newspapers, radio and television stations and other news media. The Board of Education and the District, through the Communications Office, will endeavor to keep the public informed of the achievements and challenges of the District and to interpret the school program to the citizens of this community. The Communications Office will maintain a file of all news releases.

Approved: 1976

Revised: 1/26/84; 8/8/84

Reclassified an Administrative Rule: 9/1/04

Revised: 10/10/07

Revised and re-coded: 10/25/12 (Previously coded as Administrative Rule KD)

Legal Reference

O.C.G.A. 20-02-0242

Local school systems; LUA's; local governing bodies

O.C.G.A. 50-14-0001

Open Meetings Law

O.C.G.A. 50-18-0072

When public disclosure is not required

20 USC 1232g

Family Educational Rights and Privacy Act of 1974 (FERPA)