

1 The news media can be an important means of communicating information about the school
2 system to the community. **Consistent with policy 2220, Official School Spokesperson, the board**
3 **chair and superintendent and their designees are authorized to provide information to the news**
4 **media on behalf of the school system.**
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6 The superintendent shall establish an effective working relationship with the news media. The
7 news media should be notified whenever necessary to relay information to the public, such as
8 when there are emergency school closings. The superintendent also is expected to identify
9 opportunities to educate the news media regarding the goals of the Transylvania County Board of
10 Education (the “board”) and the school system, especially as they relate to student success and
11 the educational program. The superintendent also should inform the news media of the results of
12 the school system’s efforts to improve student achievement.
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14 ~~The superintendent may designate a spokesperson to provide information to the news media.~~
15 The school system will respond to the news media’s requests for **public records information** in
16 compliance with policy 5070/7350, Public Records – Retention, Release, and Disposition.
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18 Policy 5020, Visitors to the Schools, applies to news media. News media are expected to
19 cooperate with the school system **officials** in their efforts to provide a safe and orderly learning
20 environment in which disruptions to instructional time are minimized. The principal or
21 superintendent **or their designees** may require news media to leave or prevent news media from
22 entering school grounds if the news media’s presence interferes with these efforts.
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24 Legal References: Family Educational Rights and Privacy Act, 20 U.S.C. 1232g; G.S. 115C-47, -
25 109.3, -319 to -321, -402; 132-1 to -9
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27 Cross References: **Official School Spokesperson (policy 2220)**, Board Meeting News Coverage
28 (policy 2325), Visitors to the Schools (policy 5020), Emergency Closings (policy 5050), Public
29 Records – Retention, Release, and Disposition (policy 5070/7350)
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31 Adopted: August 15, 2016
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33 Revised: September 21, 2020; **[DATE]**