

## Public Information Program

The superintendent will establish and maintain a communication process within the school system and between it and the community. Such a public information program will provide for a district annual report, news releases at appropriate times, news media coverage of district programs and events, and regular direct communication between individual schools and the community members they serve. The process will provide for a central location where all reports required by law or by district policy can be readily accessed. The public information program will also assist staff in improving their skill and understanding in communicating with the public.

The superintendent will identify staff who have significant public information responsibilities and establish guidelines for their work. The guidelines will address such matters as authority for making releases and the nature and content of bulletins to parents.

Confidential information about students or other staff will be released only as permitted by statute and district policies and procedures.

Cross Reference: Board Policy 2106 Program Compliance  
Board Policy 4020 Confidential Communications

Legal References: RCW 28A.150.230 Basic education act — District school directors' responsibilities

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**Bellevue School District**  
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