



Media Guide

Revised June 2023

The Communications and Marketing Department supports Roanoke City Public Schools students, staff, and schools by sharing timely stories and information with the community.

RCPS values transparency and believes in open and honest communication. The Communications & Marketing Department is committed to responding as quickly as possible to media representatives while also protecting the privacy of our students and employees. RCPS values its longstanding partnership with local media, and this Media Guide serves as a tool to support media partners.

Media Inquiries

All media inquiries should be directed to the Communications & Marketing Department at (540) 853-2816 or media@rcps.info, including:

- Interviews
- Photos
- Statements

*Please note that same-day requests are dependent on staff availability and may not always be fulfilled. Communications & Marketing encourages reporters to reach out as far in advance as possible to ensure a timely response.

Records Requests

Public records requests under the Freedom of Information Act should be submitted to FOIA Officer Dr. Alan Seibert at (540) 853-2007 or foiaofficer@rcps.info.

Visit [RCPS' FOIA webpage](#) for complete FOIA guidelines.

Access to School Property

- Except for public meetings, media representatives **must** always seek permission to enter or videotape/photograph on Roanoke City Public Schools property.
- Members of the media will always be escorted by an RCPS employee while on school property.
- All visitors, including media, are required to check in through the visitor management system in the school's lobby. To check in, media representatives should bring a valid driver's license or government-issued ID.

RCPS Newsroom

RCPS maintains a [newsroom](#) on the division website to showcase exciting happenings across the division.

General Guidelines

- Interviews and photograph requests with students or employees **must** be arranged through the Communications & Marketing Department.

- Students must have a signed media release on file to be featured in the news media, in compliance with the Family Educational Rights and Privacy Act (FERPA). Names, interviews, and/or photos/videos of students **may not be published** without first receiving permission from the Communications & Marketing Department.
- Media representatives are invited to attend all open meetings of the Roanoke City School Board and other public bodies. Media may film and/or record these meetings. Copies of the agenda, informational items, and other meeting materials are available online on RCPS' [BoardDocs](#) website.

Athletics

We invite coverage of our high schools' athletic achievements. To arrange interviews or be granted access to attend sporting events, please contact our high school athletic directors:

Patti Sheedy

Athletic Director, Patrick Henry High School

O: (540) 853-1190 | C: (540) 353-6839 | psheedy@rcps.info

Jamie Bednarek

Athletic Director, William Fleming High School

O: (540) 853-2887 | C: (540) 519-4333 | jbednarek@rcps.info

Athletic directors should only be contacted for coverage related directly to sporting events and athletic achievements. Reporters **must** contact the Communications & Marketing Department for any other coverage.

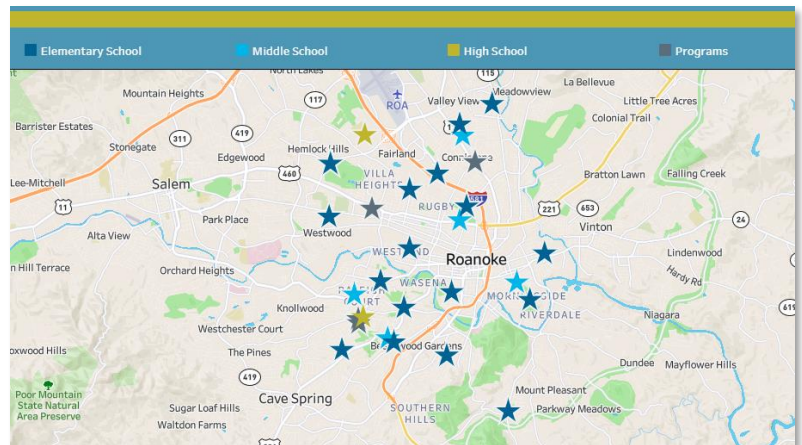
RCPS Fact Sheet

Roanoke City Public Schools (RCPS) serves approximately 14,000 students in grades pre-K through 12. RCPS provides an inclusive and equitable, student-centered culture that empowers lifelong learning. Through meaningful, relevant, and engaging learning opportunities, RCPS will empower all students to dream, excel, and meet their full potential to benefit our city and its citizens.

RCPS has 17 elementary schools, five middle schools, two high schools, and four alternative/program schools. The school system also operates summer programs.

RCPS is led by Superintendent Verletta White, who was appointed by the School Board in summer 2020.

The School Board is comprised of seven members who are appointed by Roanoke City Council. The Board meets twice a month, once for a regular meeting and again for a workshop. Regular meetings are alternately held at Patrick Henry and William Fleming High Schools. Workshops are held in the Media Center of Central Office (40 Douglass Ave. NW), unless otherwise noted. The Board's calendar and meeting guidelines are [available on the RCPS website](#).



Social Media

The Communications & Marketing Department manages the division-level social media accounts, including:

- Facebook: <https://www.facebook.com/RoanokeCityPublicSchools>
- Twitter: <https://twitter.com/RoanokeSchools>
- Instagram: <https://www.instagram.com/roanokeschools/>
- YouTube: <https://www.youtube.com/c/RoanokeCityPublicSchools>
- LinkedIn: <https://www.linkedin.com/company/roanokecityschools>

We encourage local reporters and news outlets to follow our social media for story ideas and highlights of exciting things happening in Roanoke City Public Schools.

Site Reference Guidelines

The table below lists proper names and references.

Proper Name	First Reference	Subsequent References
Roanoke City Public Schools	Roanoke City Public Schools	RCPS
City of Roanoke School Board	Roanoke City School Board	the School Board
Central Administration Building on Douglass Avenue	Central Administration Building on Douglass Avenue	Central Office
William B. Robertson Administration Building	William B. Robertson Administration Building on Campbell Avenue	Administration on Campbell
Crystal Spring Elementary	Crystal Spring Elementary School	Crystal Spring
Fairview Elementary School	Fairview Elementary School	Fairview
Fallon Park Elementary School	Fallon Park Elementary School	Fallon Park
Fishburn Park Elementary School	Fishburn Park Elementary School	Fishburn Park
Garden City Elementary School	Garden City Elementary School	Garden City
Grandin Court Elementary School	Grandin Court Elementary School	Grandin Court
Highland Park Elementary School	Highland Park Elementary School	Highland Park
Hurt Park Elementary School	Hurt Park Elementary School	Hurt Park
Lincoln Terrace Elementary School	Lincoln Terrace Elementary School	Lincoln Terrace
Monterey Elementary School	Monterey Elementary School	Monterey

Morningside Elementary School	Morningside Elementary School	Morningside
Preston Park Elementary School	Preston Park Elementary School	Preston Park
Roanoke Academy for Mathematics and Science	Roanoke Academy for Math and Science	RAMS
Round Hill Elementary School	Round Hill Elementary School	Round Hill
Virginia Heights Elementary School	Virginia Heights Elementary School	Virginia Heights
Westside Elementary School	Westside Elementary School	Westside
James Breckinridge Middle School	James Breckinridge Middle School	Breckinridge
James Madison Middle School	James Madison Middle School	Madison
John P. Fishwick Middle School	John P. Fishwick Middle School	Fishwick
Lucy Addison Middle School	Lucy Addison Middle School	Addison
Woodrow Wilson Middle School	Woodrow Wilson Middle School	Woodrow Wilson
Patrick Henry High School	Patrick Henry High School	Patrick Henry or PH
William Fleming High School	William Fleming High School	William Fleming, Fleming, or WF
Forest Park Academy	Forest Park Academy	Forest Park
Noel C. Taylor Academy at Oakland	Noel C. Taylor Academy at Oakland	Noel C. Taylor
Charles W. Day Technical Education Center	Charles W. Day Technical Education Center	DAYTEC
Roanoke Technical Education Center at Gibboney Hall	Roanoke Technical Education Center	ROTEC
Roanoke Valley Governor's School for Science and Technology	Roanoke Valley Governor's School for Science and Technology	Governor's School

RCPS Media Contacts

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