

MEDIA

Every effort shall be made to assist all communications media in the community to gain complete and adequate coverage of the programs, problems, planning, and activities of the school system.

General releases of interest to the entire district shall be made available to all the media simultaneously. There shall be no exclusive releases, news conferences or interviews except as media representatives request information on particular programs, plans, or problems. The Board must give formal approval to all basic practices governing relations between news media and the district and reserves the right to negotiate, on terms most favorable to the district, for the radio broadcasting, televising, filming or sound recording of any school event by an outside agency.

In general, the Superintendent or his/her designee shall be responsible for establishing relations with news media, and providing information to each through the means found most suitable. Particularly, he/she shall ensure that the media receive all school report cards as required by the administrative code. The Superintendent or his/her designee must approve in advance any interviews that may take place during school hours and on Board property between staff members or pupils and media representatives and authorize the release of photographs, video or digital images of district subjects, personnel, or pupils. Photographs, video or digital images of disabled children shall not be disseminated or used in print or media in any way if they are identified as disabled unless permission is granted by the parent(s) or legal guardian(s). Photographs, video or digital images of children placed in the district by DYFS shall not be published without the permission of the Division case worker. Where the release of a photograph may violate the privacy of a pupil or staff member, the Superintendent or his/her designee must first secure the written permission of the staff member or the pupil's parent(s) or legal guardian(s).

The Board encourages public presentation of the programs, policies and progress of the schools through press, radio and television. Building principals shall clear proposed presentations with the Superintendent or his/her designee. The building principal shall ensure that the parents/guardians of pupils who participate in such presentations are informed.

The Superintendent or his/her designee shall devise procedures for optimum benefit from such presentations.

The Board shall make a periodic review of its relations with the news media.

Date: February 11, 1997

Revised/Adopted: November 24, 2008

<u>Legal References:</u>	N.J.S.A. 10:4-6 et seq.	Open Public Meetings Act
	N.J.S.A. 18A:10-6	Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum
	N.J.S.A. 18A:11-1	General mandatory powers and duties
	N.J.S.A. 18A:54-20	Powers of board (county vocational schools)
	N.J.S.A. 47:1A-1 et seq.	Examination and copies of public records (“Open Public Record Act”)
	N.J.A.C. 6A:30-1.2	Definitions
	N.J.A.C. 6A:32-12.1	Reporting requirements
	N.J.A.C. 6A:32A-12.2(a)1i	School-level planning
	Manual for the Evaluation of Local School Districts	

Possible Cross References: 1100 Communicating with the public
9020 Public statements