

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.

In general, the Superintendent shall be responsible for establishing relations with news media, and providing information to each through the means found most suitable, and may delegate this authority to the principals to release routine and non-controversial material. When appropriate the Board President or a Board designee may represent the Board to the media in accordance with Board Bylaw 9020 Public Statements.

All matters representing the official position of this District prepared for publication by any of its employees shall be approved by the Superintendent prior to release to the public press. Particularly, he/she shall ensure that the media receive all school report cards as required by the administrative code.

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

The Superintendent or designee shall ensure optimum benefit from such presentations.

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

<u>Legal References:</u>	<u>N.J.S.A.</u> 10:4-6 <u>et seq.</u>	Open Public Meetings Act	
	<u>N.J.S.A.</u> 18A:10-6	Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum	
	<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties	
	<u>N.J.S.A.</u> 18A:54-20	Powers of Board (county vocational schools)	
	<u>N.J.S.A.</u> 47:1A-1 <u>et seq.</u>	Examination and copies of public records ("Open Public Record Act")	
	<u>N.J.A.C.</u> 6A:30-1.2	Definitions	
	<u>N.J.A.C.</u> 6A:32-12.1	Reporting requirements	
	<u>N.J.A.C.</u> 6A:32.12.2	School-level planning	

Manual for the Evaluation of Local School Districts (September 2002)

<u>Cross References:</u>	*1100 Communicating with the public
	*9020 Public statements

*Indicates policy is included in the Critical Policy Reference Manual.

Key Words

Media, School News Releases, Press Releases, News Conferences and Interviews, Radio, Television

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