

1602 – PUBLIC INFORMATION

1602.1 – School Sponsored Information Media

The Board shall endeavor to give full publicity to all policies, procedures, and actions of the Board of Education where the interest of the district will not be prejudiced. A newsletter, calendar, website, press releases, Facebook account, and other social media accounts shall be published by the school district and shall be informational organs to bring to the attention of the community information relating to the district and its activities. All published items, whether text or electronic, are designed to highlight students, their work, and programs of our schools. All interviews, audio records, photographs, video recordings or other transmission of any kind will be used by the District for public relations, educational or other purposes (in no event will they be used for commercial purposes). All electronically captured materials published by the District become the property of the District.

Parents/Guardians who object to having their child participate in such District coverage may refuse by using the School District Media Release Form. **See Regulation 1602.1.**

1602.2 – News Media Relations

a) News Releases – The Superintendent is charged with the responsibility of coordinating and approving all news releases and public announcements emanating from the Board of Education or the schools of the district. All employees are directed to obtain the Superintendent’s clearance on all such releases and announcements pertaining to the school system.

b) News Releases by Outside Media Sources and Elected Officials – Periodically outside news media representatives (the Herald, Tribune, Newsday, etc.) and elected officials from the Village, Town, County and State (and their representatives) request permission to report on a feature or news story about our schools and/or our students. Photographs, video recordings and/or quotes from children and their work captured in articles for print or electronic broadcast purposes will be used for their purposes and become their property.

Parents/Guardians who object to having their child participate in outside news and political media coverage may refuse permission by completing and submitting the Outside News Media Release Form. **See Regulation 1602.2.**

c) Board Meeting Coverage – In the event representatives of the press are not present at regular meetings of the board, they shall be entitled to gain information through the Superintendent of Schools, the Public Information Consultant, the President of the Board of Education, or any other district spokesperson so designated by the board.

Adoption: September 25, 2017