

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. 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 and television. Building principals shall clear proposed presentations with the Superintendent. The Superintendent shall ensure that the parents/guardians of pupils who participate in such presentations are informed.

The Superintendent or 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 reviewed: September 16, 2009
Date readopted: November 17, 1999; November 18, 2009

Legal References: Use legal reference sheet.

Cross References: List your appropriate policies. See legal reference sheet for possibilities.

Key Words

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

Legal References

 X **Monitored**
 Mandated
 X **Other Reasons**

MEDIA

Monitored:

Indicators 1.1, 1.2, 2.1

Other Reasons:

Lack of coordination in dealing with the media may damage the district's public image.

Recommendation:

A policy stating board philosophy regarding cooperation with media in presenting district programs, problems and progress to the public.

Legal References: 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

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

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