

9400 ~~NEWS~~ MEDIA RELATIONS

The maintenance of a good working relationship with the media is essential to meeting the objectives of the school district's community relations program.

- The Board of Education must give formal approval to all basic practices governing relations between the media and the school district and reserves the right to negotiate, on terms most favorable to the school district, for the broadcasting, filming, or sound recording of any school event by an outside agency.

- The Superintendent or designee shall be the chief communications representative of the school district. The chief communications representative shall be readily available to: provide media representatives with all appropriate and necessary information; suggest or supply feature articles or stories; prepare information to be released to the media; assist school and parent organizations with media relations; meet periodically with media representatives; protect school personnel from any unnecessary demands on their time by media representatives; and provide additional information as appropriate.

- The Superintendent or designee must authorize in advance interviews between staff members and media representatives when the staff member is representing or speaking on behalf of the Board of Education or the school district.

- A school district staff member not designated by the Superintendent or designee to assist in any of the media responsibilities outlined in this Policy, including speaking to a representative of the media, is not prohibited from doing so on their own behalf as a private citizen provided the staff member does not indicate or imply they represent or are speaking on behalf of the Board of Education or the school district and indicate they are speaking on their own behalf as a private citizen.

- A staff member who is acting on their own behalf as a private citizen should be cognizant of their obligations to protect the privacy and confidentiality of students and school operations in accordance with Board policies and Federal and State laws.

- The Board of Education reserves its right to regulate the exercise of school district staff members' First Amendment rights of the United States Constitution in such situations to the extent that such exercise may interfere with the safe and orderly operation of the schools and the learning environment.

- The Superintendent or designee must authorize the release of any image of district subjects, personnel, or students.

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~~Any image of a student with a disability shall not be disseminated or used in print or media in any way if they are identified as a student with a disability unless permission is granted by the parent(s)/guardian(s). Any image of a child placed in the district by the New Jersey Department of Children and Families, Division of Child Protection and Permanency shall not be published without permission of the Department case worker. Where the release of any image may violate the privacy of any student or staff member, the Superintendent or designee must first secure the written permission of the staff member or the student's parent(s)/guardian(s).~~

~~The Board of Education directs the Superintendent or his/her designee to serve as to appoint a Communications Coordinator who shall be the chief communications representative of the district. He or she shall be readily available to media representatives, provide media representatives with all appropriate and necessary information, suggest or supply feature articles or stories, prepare "press kits", assist school and parent organizations with press relations, meet periodically with media representatives, and protect school personnel from any unnecessary demands on their time by news media representatives.~~

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~~The Superintendent or his/her designee must approve in advance interviews between staff members or pupils and media representatives and authorize the release of photographs of district subjects, personnel, or pupils. 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 or legal guardian.~~

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~~Representatives of all news media are invited to attend all public meetings of the Board of Education. Announcements of the meetings shall be furnished to newspapers and other news media which communicate within the school district.~~

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~~It is the policy of the Board to allow access to the news media for the purpose of participating in and reporting on the educational program of the district. No news media shall be allowed on school premises without the prior approval of the Superintendent or his/her designee, except during open sessions of the Board pursuant to the Open Public Meetings Act. The Board reserves the right to permit, prohibit or regulate active public participation at any meeting. The Superintendent or his/her designee may withhold such approval if, in his/her opinion, the reporting will jeopardize students' or employees' confidentiality rights or will otherwise interfere with the normal operation and administration of the school.~~

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Cross Reference: 9410

Adopted: 2 April 2001



POLICY

Revised:

First Reading:

Second Reading:

