

NEWS MEDIA RELATIONS

The Board of Education invites and welcomes the active participation of all forms of mass media in promoting the cause of good education within the district and elsewhere. Carefully prepared news releases shall be issued as conditions warrant, particularly on matters of critical importance or on involved or complex matters where exact wording is of great importance. Whenever possible, the timing of releases shall be such that weekly publications will have substantially the same opportunity for timely publication as the daily press.

News conferences and interviews can be an effective means of promoting the school program. The scheduling of interviews with students and school personnel must have the prior approval of the Superintendent of Schools.

The Superintendent is authorized to report the proceedings of the Board of Education to the print media as well as to the broadcast media. In addition, he/she is also authorized to contact news media following significant Board actions in order that the people of the district may be informed.

All staff desiring to release information to the media should first notify the Building Principal. The Superintendent shall establish all necessary procedures to govern day-to-day interactions between the schools and the news media.

Ref: Arts and Cultural Affairs Law §61.09

Adoption date: June 4, 2002
Effective: July 1, 2002