

Policy

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.

All press releases, radio announcements, brochures, fliers, posters, and any other materials to be disseminated to the community on behalf of the school district shall be approved by the superintendent prior to release.

The board encourages public presentation of the programs, policies and progress of the school through press, radio and television. The principal shall clear proposed presentations with the superintendent. The superintendent or his or her designee shall ensure that the parents/guardians of students 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.

Adopted: February 22, 1994  
NJSBA Review/Update: January 2012  
Readopted: August 2014

Key Words

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

<b>Legal References:</b>	<u>N.J.S.A.</u> 10:4-6 et seq.	<u>Open Public Meetings Act</u>
	<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 et seq.	Examination and copies of public records ( <u>Open Public Record Act</u> )
	<u>N.J.A.C.</u> 6A:30-1.1et seq.	Evaluation of the Performance of School Districts
	<u>N.J.A.C.</u> 6A:32-12.1	Reporting requirements
	<u>N.J.A.C.</u> 6A:32A-12.2(a)1i	School-level planning

**Possible**

**Cross References:** \*1100 Communicating with the public  
\*9020 Public statements

MEDIA (continued)

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