

- Required
- Local
- Notice

NEWS MEDIA RELATIONS

The Board of Education invites and welcomes the active participation of all forms of mass media, print and electronic, in educating the public and improving education within the district and the wider community. The Board and Superintendent will make every reasonable effort to cooperate with the media by providing accurate information about district operations, to the extent permissible by statute and regulation.

The Building Principal and/or his/her designee of each school building are responsible for the preparation of information concerning the activities within that building, and for reviewing them with the Superintendent.

The Superintendent of Schools is designated as the spokesperson for the district. As the official spokesperson, the Superintendent or his/her designee shall issue all news releases concerning the district. All statements of the Board will be released through the Office of the Superintendent and/or the Clerk of the Board of Education.

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

If Board members choose to blog on their own or if the member maintains a social networking presence, the Board member must ensure that is clear that the postings do not represent the Board as a whole.

Cross-ref: 4526, Computer Use in Instruction
8630, Computer Resources and Data Management

Ref: Arts and Cultural Affairs Law §61.09

Adoption date: January 25, 2021