

**POLICY****DATED: May 27, 1998**

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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 chief school administrator 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 profiles 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. The principal shall clear proposed presentations with the chief school administrator and the chief school administrator/principal shall ensure that the parents/guardians of pupils who participate in such presentations are informed.

The chief school administrator 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: May 27, 1998

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

Monitored  
 Mandated  
 Other Reasons

**Legal References**

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.

<b><u>Legal References:</u></b>	<p><u>N.J.S.A.</u> 10:4-6 <u>et seq.</u>  <u>N.J.S.A.</u> 18A:10-6</p> <p><u>N.J.S.A.</u> 18A:11-1  <u>N.J.S.A.</u> 18A:54-20  <u>N.J.S.A.</u> 47:1A-1 <u>et seq.</u></p> <p><u>N.J.A.C.</u> 6A:30-1.2  <u>N.J.A.C.</u> 6A:32-12.1  <u>N.J.A.C.</u> 6A:32A-12.2(a)1i</p>	<p>Open Public Meetings Act  Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum  General mandatory powers and duties  Powers of board (county vocational schools)  Examination and copies of public records ("Open Public Record Act")  Definitions  Reporting requirements  School-level planning</p>
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Manual for the Evaluation of Local School Districts

**Possible**

<b><u>Cross References:</u></b>	<p>*1100 Communicating with the public  *9020 Public statements</p>
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\*Indicates policy is included in the Critical Policy Reference Manual.