

POLICY GUIDE

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News Media Relations
Aug 19

[See POLICY ALERT No. 218]

9400 NEWS MEDIA RELATIONS

~~Representatives of the local newspapers and radio and television stations are an important link in the communications chain between the school district and the community it serves. The maintenance of a good working relationship with members of the media is essential to meeting the objectives of the school district's school and community relations program.~~

The Board of Education must give formal approval to all basic practices governing relations between news **the** media and the **school** district and reserves the right to negotiate, on terms most favorable to the **school** district, for the radio broadcasting, ~~televising,~~ 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** Board. ~~He/she~~ **The chief communications representative** shall be readily available to: ~~media representatives;~~ provide media representatives with all appropriate and necessary information;; suggest or supply feature articles or stories;; prepare **information to be released to the media;** ~~"press kits,"~~ assist school and parent organizations with ~~media press relations;~~ meet periodically with media representatives;; ~~and~~ protect school personnel from any unnecessary demands on their time by news media representatives; **and provide additional information as appropriate.**

The _____ ~~(chief communications representative)~~ **Superintendent or designee** must ~~approve~~ **authorize** in advance interviews between staff members or students 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.



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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 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 and authorize the release of photographs, video or digital any images of district subjects, personnel, or students.

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district by DYFS the New Jersey Department of Children and Families, Division of Child Protection and Permanency shall not be published without permission of the Division Department case worker.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

Adopted:

