
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 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. Building principals shall clear proposed presentations with the superintendent. The building principals shall ensure that the parents/guardians of pupils 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.

Date: January 16, 2002

Legal References:

<u>N.J.S.A.</u>	10:4-6 <i>et seq</i>	Open Public Meetings Act
<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.A.C.</u>	6:8-2.1	Reporting requirements
<u>N.J.A.C.</u>	6A:30-1.2	Definitions

Manual for the Evaluation of Local School Districts (August 2000)

Possible Cross References:

1100	Communicating with the public
9020	Public statements