

NEWS MEDIA RELATIONS

The Board of Education invites and welcomes the active participation of all forms of mass media in promoting the cause of good education within the district and elsewhere.

The Superintendent is designated as the spokesperson for the Board when the Board is making a statement on an issue. No other member of the Board individually will speak for, or in the name of, the Board unless by explicit direction of the Board. Board members should emphasize to the media when asked to speak as a Board member that they can only speak as private citizens unless they have been empowered by the Board to speak for it.

The Board establishes that news release publicity that deals with the existence, development, implementation, interpretation, desirability of, or need for Board of Education policies or administrative regulations to implement such policies shall be issued by, or shall receive prior clearance from, the Superintendent or his/her designee. Furthermore, the Superintendent of Schools is designated as the spokesperson for the district.

All staff desiring 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.

Ref: Arts and Cultural Affairs Law §61.09

Adoption date: Jan. 10, 2008