

**NEWS MEDIA RELATIONS**

The Board of Education invites and welcomes the active participation of all forms of mass media to promote the accomplishments of the District and its students. The Board encourages suggestions and advice from members of the news media concerning the flow of information to them from the Board and others within the District.

The Board recognizes the need to maintain good relations with local news media, which constitutes a significant portion of the District's contact with many of its residents. In order to establish and maintain public confidence, the District has adopted the following regulations.

The Superintendent of Schools, subject to Board approval, shall establish procedures to govern day-to-day interactions between the District and news media.

Cross Reference: 1240, Visitors to the Schools

Revised: May 22, 2001

**NEWS MEDIA RELATIONS REGULATION**

The Board of Education may permit, subject to terms and conditions satisfactory to the Board, the admission of persons and equipment of any news medium to school grounds, buildings, and other locations for the dissemination of information by print, broadcast, recording, or other means, of athletic events, concerts, lectures, and similar activities of interest to the general public. However, identification of the District with the promotion of any commercial or political enterprise shall be scrupulously avoided.

The District has established the following guidelines for interaction with the news media:

1. All representatives of the news media should be given equal access to information about the District. As much as possible, general releases of interest to the entire District shall be made available to all media simultaneously. Exclusive releases will be avoided, except upon the initiation of requests by individual media representatives for information about particular programs, plans, or problems.
2. The Superintendent of Schools shall:
  - a. Act as a clearinghouse for District information, coordinating various media services and providing information to news media representatives,
  - b. Prescribe procedures for the delivery of notice of Board of Education meetings and agenda for such meetings to the news media.
  - c. Handle all requests for releases of information and requests to contact District employees,
  - d. Authorize school principals to grant permission for news media activities within their respective schools, and
  - e. Authorize District employees to contact and/or be contacted by news media representatives. If authorized, staff members are expected to cooperate fully with and respond within the realm and scope of their personal responsibility and knowledge.
3. News media representatives shall be:
  - a. Required to obtain appropriate authorization similar to any other visitors to the school.
  - b. Permitted to photograph students and general school activities provided their presence shall not disrupt school operations or instruction, and
  - c. Required to obtain parental permission if photographs and/or articles would identify students.

Reference: Arts and Cultural Affairs Law §61.09

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