

### 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 report cards as required by the administrative code.

The designated spokespersons to the media shall be the board president and the chief school administrator.

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 chief school administrator. The appropriate administrator shall ensure that the parents/guardians of pupils who participate in such presentations are informed.

The chief school administrator/designee shall devise procedures as necessary.

The board shall make a periodic review of its relations with the news media.

**Legal References:** N.J.S.A. 10:4-6 et seq. Open Public Meetings Act  
N.J.S.A. 18A:10-6 Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum  
N.J.S.A. 18A:11-1 General mandatory powers and duties  
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)  
N.J.S.A. 47:1A-1 et seq. Right to Know Law  
N.J.A.C. 6:8-2.1 Reporting requirements  
N.J.A.C. 6:8-2.2(a)1 School-level planning  
N.J.A.C. 6A:30-1.2 Definitions

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

**Cross References:** \*1100 Communicating with the public  
\*9020 Public statements

\*Indicates policy is included in the Critical Policy Reference Manual.

### **Key Words**

Media, School News Releases, Press Releases, News Conferences and Interviews, Radio, Television

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