

## 9400 MEDIA RELATIONS

The maintenance of a good working relationship with the media is essential to meeting the objectives of the school district's community relations program.

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

Individual schools may prepare press releases of routing announcements and submit them directly to the press, upon the approval of the Building Principal or designee. Copies should be sent to the Superintendent and Public Information Officer.

The Superintendent must approve 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.

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 authorize the release of any images of district subjects, personnel, or students.

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the district by the New Jersey Department of Children and Families, Division of Child Protection and Permanency shall not be published without permission of the Department case worker.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

Taking pictures of district students and buildings for commercial purposes is prohibited without written approval of the Superintendent. "Commercial purposes" in this context is defined to mean for sale or for use in connection with the advertisement or promotion of goods or services. "School students" in this context means boys and girls enrolled in the school during that part of the day they are at school, on the school grounds, or engaged in any activity under the direction and supervision of the school.

Adopted: 7 December 2009

Revised: 04 November 2019

