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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 board encourages public presentation of the programs, policies and progress of the schools through press, radio and television. All proposed presentations shall be cleared with the chief school administrator. The chief school administrator or designee shall ensure that the parents/guardians of pupils who participate in such presentations are informed.

The chief school administrator 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:**

**First Adoption: June 18, 1997**

**Review Date: July 8, 2008**

**Revision and Adoption: August 28, 2008**

**Review Date: December 20, 2010**

**Revision and Adoption: January 27, 2011**

**Legal References:**

<u>N.J.S.A.</u> 10:4-6 <u>et seq.</u>	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.S.A.</u> 47:1A-1 <u>et seq.</u>	Examination and copies of public records ("Open Public Record Act")
<u>N.J.A.C.</u> 6A:30-1.2	Definitions
<u>N.J.A.C.</u> 6A:32-12.1	Reporting requirements
<u>N.J.A.C.</u> 6A:32A-12.2(a)1i	School-level planning

**Possible**

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

**Key Words:** Media, School News Releases, Press Releases, News Conferences and Interviews,

Radio, Television