

FILE CODE 1110 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.

The Superintendent 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. Media access in the school buildings is not allowed unless the visit has been confirmed and/or pre-approved by the Superintendent, the Deputy Superintendent or the Chief of Staff. Once media access to a school building is approved, the school principal, principal's designee, Assistant Superintendent or Assistant Superintendent's designee must be present to accompany the media while in the building. The Communications Department must also be informed immediately.

The Board of Education encourages public presentation of the programs, policies and progress of the schools through press, radio, television and the Internet. Building principals shall clear proposed presentations with the Communications Department. The Assistant Superintendent shall be notified simultaneously. Once the Communications Department is notified, it will serve as a liaison to the media, and will determine whether or not parental consent forms must be signed prior to the event. The Assistant Superintendent shall ensure that the parents/guardians of pupils who participate in such presentations are informed or sign consent forms as required.

The Superintendent or designee shall devise procedures for optimum benefit from such presentations.

Adopted by State District Superintendent: January 25, 2005

NJSBA Review/Update: November 2010

Readopted by State District Superintendent: December 21, 2010

Adopted by the Board of Education: February 26, 2019

Key Words

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

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.* Examination and copies of public records (Open Public Record Act)

[N.J.A.C. 6A:30-1.1](#) *et seq.* Evaluation of the Performance of School Districts

[N.J.A.C. 6A:32-12.1](#) Reporting requirements

[N.J.A.C. 6A:32A-12.2](#)(a)1i School-level planning

Possible Cross References:

*1100 Communicating with the public

*9020 Public statements

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

Newark Board of Education
