

NEWS MEDIA RELATIONS

The Board of Education invites and welcomes the active participation of all forms of mass media in promoting the cause of good education within the district and elsewhere. The Board encourages suggestions and advice from representatives of the media as to how best to facilitate the flow of information to them from the Board and others within the school system.

The Board President is designated as the spokesperson for the Board when the Board is making a statement on an issue. Board members should emphasize to the media when asked to speak as a Board member that they can only speak as private citizens.

The Superintendent of Schools is designated as the spokesperson for the district.

All staff desiring to release information to the media should first notify the Building Principal. The Superintendent of Schools shall establish all necessary procedures to govern day-to-day interactions between the schools and the news media.

The Board and the Superintendent agree that a blog (short for weblog), which is a log posted on the World Wide Web which may be accessed from the district's homepage, and a presence on social media sites can be beneficial mechanisms for communicating with the community. All postings to the blog and social media sites will be treated with the same care and consideration as any other communication which the Superintendent or his/her designee generates on behalf of the district. Postings will adhere to the standards set in the District's "acceptable use of computers" policy.

If Board members choose to blog on their own or if the member maintains a social networking presence, the Board member must ensure that is clear that the postings do not represent the Board as a whole.

Ref: Arts and Cultural Affairs Law §61.09

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Revised: January 22, 2008

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