



Book	Draft Policies from NYSSBA
Section	1000
Title	MEDIA RELATIONS
Code	1130
Status	First Reading
Last Revised	March 19, 2024

- () Required
 Local
 () Notice

MEDIA RELATIONS

NOTE: The following policy is a combination of the board's current policy along with NYSSBA's recommended approach. We have incorporated aspects of current policy 3110 (Media)/Municipal Governments/Senior Citizens), the parts addressing school district media only. We will address the rest of policy 3110 in the 6000 series. While this is not a required policy for the Board to adopt, it is important for the Board to establish definite procedures for interacting with the media. Having a policy in place addressing such procedures can help the district manage inquiries from the press. Please review to ensure that this reflects current district practices.

The Board of Education invites and welcomes the active participation of all forms of mass media, print and electronic, in educating the public and improving education within the district and the wider community. The Board and Superintendent will make every reasonable effort to cooperate with the media by providing accurate information about district operations, to the extent permissible by statute and regulation.

The Superintendent of Schools is designated as the spokesperson for the district. All statements of the Board will be released through the Office of the Superintendent and/or the district clerk. No other member of the Board individually will speak for, or in the name of, the Board unless by explicit direction of the Board. Board members should emphasize to the media when asked to speak as a Board member that they can only speak as private citizens unless they have been empowered by the Board to speak for it. 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.

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

The building principal is responsible for the preparation of news releases concerning the activities within that building, and for reviewing them with the Superintendent prior to release. Copies of all final news releases will be sent to the Superintendent's Office.

In addition, a periodic newsletter may be prepared and sent to each resident of the district or posted on its website. Included in the newsletter will be information regarding school activities, a monthly calendar, and other items of interest to the community. The Board accepts the funding obligation for the necessary staff and production costs.

Cross-ref:

4526, Computer Use in Instruction

8630, Computer Resources and Data Management

Ref:

Arts and Cultural Affairs Law 61.09

Adoption date: