

**Policy**

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 Township of Union 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 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.

The board encourages public presentation of the programs, policies and progress of the schools through press, radio and television. Building principals shall clear proposed presentations with the superintendent. The building principal shall ensure that the parents/guardians of students who participate in such presentations are informed.

The superintendent 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.

School News Releases (New or Expanded Programs)

Before the superintendent of schools or the board secretary/business administrator, or any of their respective designees, may announce any new or expanded programs, or other activities of any type of the Township of Union Board of Education, they shall, at least one week in advance of any notices or information to the public, notify the appropriate board committee and secure its approval for the release of any information concerning any new or expanded programs.

Any questionnaires to the public generally, or to the parents/guardians of pupils in the district, that in any way indicate a new or expanded program of activities, shall contain a statement that the board has not approved any such activity, and that the questionnaire or inquiry is for informational purposes only.

Adopted: June 1999  
NJSBA Review/Update: March 2012  
Readopted:

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

MEDIA (continued)

<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 ( <u>Open Public Record Act</u> )
<u>N.J.A.C.</u> 6A:30-1.1 <u>et seq.</u>	Evaluation of the Performance of School Districts
<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

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