

WEST LONG BRANCH BOARD OF EDUCATION
West Long Branch, New Jersey

FILE CODE: 1110
 Monitored
 Mandated
 Other Reasons

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 West Long Branch 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. Building principals shall clear proposed presentations with the chief school administrator. The chief school administrator shall ensure that the parents/guardians of students 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.

Adopted: July 18, 1989

Amended: January 17, 1995

Reviewed: August 30, 2000

Reviewed: June 24, 2003

Reviewed: February 23, 2010

Reviewed: December 13, 2011

Reviewed: March 25, 2013

NJSBA Review/Update: November 2014

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.

N.J.S.A. 18A:10-6

N.J.S.A. 18A:11-1

N.J.S.A. 18A:54-20

N.J.S.A. 47:1A-1 et seq.

N.J.A.C. 6A:30-1.1 et seq.

Open Public Meetings Act

Board meetings public; frequency; hours of commencement;

adjournment, etc., for lack of quorum

General mandatory powers and duties

Powers of board (county vocational schools)

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

Evaluation of the Performance of School Districts

MEDIA (continued)

Possible

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

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