

POLICY

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9400 NEWS MEDIA RELATIONS

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.

The Superintendent is responsible for all informational services to the public, except for those occasional matters the Board of Education may wish to deal with publicly. The Superintendent is encouraged to use all available media of communication to keep the goals, programs, achievements and needs of the schools before the public. The Superintendent may delegate this authority to the central administrative staff and the school principals, but the ultimate responsibility is that of the Superintendent.

The Board of Education encourages public presentation of the programs, policies and progress of the schools through press, radio and television.

The Board of Education shall make a periodic review of its relations with the news media.

Photographs of Pupils

Taking pictures of district pupils and buildings for commercial purposes is prohibited without written approval of the Superintendent.

"Commercial purposes" in this context is defined to mean for sale or for use in connection with the advertisement or promotion of goods or services.



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"School pupils" in this context means boys and girls enrolled in the school during that part of the day they are at school, on the school grounds, or engaged in any activity under the direction and supervision of the school.

Pictures of classified pupils shall not be disseminated in any way unless permission is granted by parent(s) or legal guardian(s). Photos of children placed in the district by DYFS, or of any other pupil whose rights need to be protected, shall not be published without permission of the Division caseworker.

Exceptions

The following are permissible with good judgment as to time, place and circumstances with the approval of the Principal/designee:

1. Pictures taken for the use by the schools for identification, illustrative, or historical purposes; and
2. Pictures taken for use in the school annuals and/or class or student photographs or for identification cards.

Adopted: 31 October 2002
Reviewed: 19 February 2020


