

## MEDIA RELATIONS

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 of Education and the Superintendent of Schools 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 Board of Education President is designated as the spokesperson for the Board when the Board of Education is making a statement on an issue. No other member of the Board of Education individually will speak for, or in the name of, the Board of Education unless by explicit direction of the Board of Education. Board of Education members should emphasize to the media when asked to speak as a Board of Education member that they can only speak as private citizens unless they have been empowered by the Board of Education to speak for it.

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

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

Cross-ref: 4526, Computer Use in Instruction  
8630, Computer Resources and Data Management

Ref: Arts and Cultural Affairs Law §61.09

<b>Approved:</b>	06/18/2012
<b>2<sup>nd</sup> reading (New):</b>	06/18/2012
<b>1<sup>st</sup> reading (New):</b>	06/06/2012