

## NEWS 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 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.

### A. Spokesperson for the Board & Board Members

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

### B. Spokesperson for the District

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

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

Ref: Arts and Cultural Affairs Law § 61.09

First reading: November 8, 2010

Adoption date: December 13, 2010