

**CRANFORD PUBLIC SCHOOLS
CRANFORD, NEW JERSEY**

**POLICY: SCHOOL SPONSORED MEDIA
a. Publications, Radio and Television**

All of the provisions of Policy #1110 shall apply to this policy. All school or district publication(s) will not contain any endorsements of candidates for public office.

Individual School Publications

Each Building Principal shall be responsible for making sure that each publication emanating from an individual school under his/her jurisdiction bears the following:

1. Clear identification of authorship.
2. Clear identification of the name of the school.
3. The names of the principal and other administrators responsible for the publication if appropriate.
4. The names of any PTA or citizens group responsible for the publication if appropriate.
5. Telephone numbers or addresses where interested parents and citizens can obtain further information on the contents of the publication.

Board of Education or Central School Office Publications

All publications emanating from the Board of Education or Central Office shall include the following:

1. The names of the Board Members.
2. The name of the Superintendent of Schools.
3. The names of the Central Office staff if appropriate.
4. The phrase "An Equal Opportunity Employer" included somewhere in the credits of the publication.
5. The phrase "Cranford Board of Education" or "Cranford Public Schools" clearly identified with the appropriate address.
6. Information where interested parties can receive more information about the contents of the publication.

Radio and Television Coverage

All regular and special radio coverage, as well as any television coverage or programming, shall be consistent with the intent of Policy #1110. Further, all such programming will receive the prior approval of the Superintendent of Schools. This applies to both programs that might emanate from an individual school or programs that might emanate from the Central Office.

<u>Legal References:</u>	<u>N.J.S.A.</u> 18A:11-1 <u>N.J.S.A.</u> 18A:17-20 <u>N.J.S.A.</u> 18A:23-1 <u>et seq.</u> <u>N.J.S.A.</u> 18A:36-35 <u>N.J.S.A.</u> 18A:54-20	General mandatory powers and duties Superintendent; general powers and duties Audits and Auditors School internet web sites; disclosure of certain student information prohibited Powers of board (county vocational schools)
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N.J.A.C. 6A:30-1.4(a)1 Evaluation process for the annual review
N.J.A.C. 6A:32-12.1 Reporting requirements
N.J.A.C. 6A:32-12.2 School-level planning

Possible

Cross References:

*1000/1010	Concepts and roles in community relations; goals and objectives
*1100	Communicating with the public
*1110	Media
2232	Internal administrative communications
*3100	Budget planning, preparation and adoption
*5124	Reporting to parents/guardians
*5125	Pupil records
*5131	Conduct/discipline
*5145.12	Search and seizure
*6142	Subject fields
*6142.2	English as a second language; bilingual/bicultural
*6142.10	Technology
*6145.3	Publications
*6146	Graduation requirements
*6171.3	At-risk and Title 1
*6171.4	Special education
9310	Development, distribution and maintenance of governance manual

Adopted: November 20, 1979
Revised: February 26, 1996
Revised: August 27, 2007