

**CRANFORD PUBLIC SCHOOLS
CRANFORD, NEW JERSEY**

POLICY: OTHER MEDIA

a. Publications, radio, television, internet

New Releases

The Cranford Board of Education, being an agent of the public, upholds as a matter of principle the public's right to know of the Board of Education and other school activities. A public information program which provides planned systematic communication with the public is the best insurance against needless misunderstanding and misinterpretation as well as inaccurate information. Any branch of the media, which seeks information on behalf of the public, should, therefore, be informed of the Cranford Public School activities.

Clearance

Media releases of a school system-wide nature should be released only with the prior approval of the Superintendent of Schools. Media releases that relate specifically to the activities of one school building should be released with the prior approval of the Building Principal. News releases that pertain to the interscholastic athletic program should be released only with the prior approval of the Director of Athletics.

Timing of Releases

Any releases to any form of the media shall be made available as far as possible in advance of the specific date upon which they will be published. Administrators given the responsibility of approving news releases in advance should be sure that they include the appropriate "who, what, where, and when" to good news releases. All releases should be clearly marked as to when it is expected they will be published.

Byline Releases

From time to time, it will be appropriate for various members of our staff **and students** to write byline articles or presentations for local media. Prior approval for any such byline releases should be obtained from the Superintendent of Schools.

Exceptions to the Above

Columns written regularly by individual students for local newspapers shall be considered exceptions to the above policy. These shall not require the prior approval of the Building Principal or the Superintendent of Schools or the Athletic Director and may be submitted directly to the media involved.

Legal References:

<u>N.J.S.A.</u> 10:4-6 <u>et seq.</u>	Open Public Meetings Act
<u>N.J.S.A.</u> 18A:10-6	Board meetings public; frequency; hours of commencement; adjournment, etc., for lack of quorum
<u>N.J.S.A.</u> 18A:11-1	General mandatory powers and duties
<u>N.J.S.A.</u> 18A:54-20	Powers of board (county vocational schools)
<u>N.J.S.A.</u> 47:1A-1 <u>et seq.</u>	Examination and copies of public records ("Open Public Record Act")
<u>N.J.A.C.</u> 6A:30-1.2	Definitions
<u>N.J.A.C.</u> 6A:32-12.1	Reporting requirements
<u>N.J.A.C.</u> 6A:32A-12.2(a)11	School-level planning
<u>Manual for the Evaluation of Local School Districts</u>	

Possible

Cross References:

*1100	Communicating with the public
*9020	Public statements

Adopted: November 20, 1979

Revised: February 26, 1996

Revised: August 27, 2007