

**Policy**

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.

General releases of interest to the entire district shall be made available to all the media simultaneously. There shall be no exclusive releases, news conferences or interviews except as media representatives request information on particular programs, plans, or problems.

The superintendent shall be responsible for establishing relations with news media, and providing information to each through the means found most suitable. Particularly, he/she shall ensure that the media receive all school report cards as required by the administrative code.

The board encourages public presentation of the programs, policies and progress of the school through press, radio and television. The principal shall clear proposed presentations with the superintendent. The principal shall ensure that the parents/guardians of students who participate in such presentations are informed.

The superintendent or designee shall devise procedures for optimum benefit from such presentations.

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

Public Press, Radio and Television

Representatives of all news media are invited to attend all public meetings of the board of education. Meeting announcements shall be furnished to newspapers and other news media active within the school district.

Members of the board, the superintendent, and others as may be necessary, will be available for interview by media representatives. In its dealings with the media, the school system will recognize the requirements of the Open Public Meetings Act.

School Colors

Black and gold are the approved school colors. Students shall be encouraged to wear the school colors as a demonstration of school spirit at school events and special occasions throughout the year.

School Symbol

The school mascot is the Tiger.

Adopted: October 22, 2002, March 28, 1995  
Revised: December 16, 2003  
NJSBA Review/Update: September 2019  
Readopted:

Key Words

Media, School News Releases, Press Releases, News Conferences and Interviews, Radio, Television

**Legal References:** N.J.S.A. 10:4-6 et seq.      Open Public Meetings Act  
N.J.S.A. 18A:10-6      Board meetings public; frequency; hours of

MEDIA (continued)

	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 ( <u>Open Public Record Act</u> )

**Possible**

**Cross References:** \*1100 Communicating with the public  
\*9020 Public statements

\*Indicates policy is included in the Critical Policy Reference Manual.