

POLICY

EAST WINDSOR BOARD OF EDUCATION

COMMUNITY

9400 /Page 1 of 3

NEWS MEDIA RELATIONS

9400 NEWS MEDIA RELATIONS

Representatives of the local newspapers and radio and television stations are an important link in the communications chain between the school district and the community it serves. The maintenance of good working relationship with members of the media is essential to meeting the objectives of the district's school and community relations program.

The Board of Education must give formal approval to all basic practices governing relations between news media and the district and reserves the right to negotiate, on terms most favorable to the district, for the radio broadcasting, televising, filming, or sound recording of any school event by an outside agency.

The Superintendent shall be the chief communications representative of the Board. He/she shall be readily available to media representatives, provide media representatives with all appropriate and necessary information, suggest or supply feature articles or stories, prepare "press kits," assist school and parent organizations with press relations, meet periodically with media representatives, and protect school personnel from any unnecessary demands on their time by news media representatives.

The Superintendent must approve in advance interviews between staff members or pupils and media representatives and authorize the release of photographs, video or digital images of district subjects, personnel, or pupils. Photographs, video or digital images of disabled children shall not be disseminated or used in print or media in any way if they are identified as disabled unless permission is granted by the parent(s) or legal guardian(s). Photographs, video or digital images of children placed in the district by DYFS shall not be published without permission of the Division caseworker. Where the release of a photograph, video or digital images may violate the privacy of a pupil or staff member, the Superintendent must first secure the written permission of the staff member or the pupil's parent(s) or legal guardian(s).

Exploitation

1. Taking pictures of district pupils and buildings for commercial purposes is prohibited without written approval of the Superintendent.



POLICY

EAST WINDSOR BOARD OF EDUCATION

COMMUNITY

9400 /Page 2 of 3

NEWS MEDIA RELATIONS

"Commercial purposes" in this context is denned to mean for sale or for use in connection with the advertisement or promotion of goods or services.

Pupils in this context means those enrolled in the school during that part of the day they are on school grounds, or engaged in any activity under the direction and supervision of the school.

If the Superintendent approves such picture taking, no pictures shall be used without written permission of the parent/guardian of any child identifiable in a photograph, video or other reproduction.

2. With the approval of the Principal, news media representatives may take pictures of students, staff and/or other persons participating in school activities/programs. Annually, Principals shall notify parents of their right to have their children excluded from photos/videotapes used in district publications, electronic media, newspapers, TV or district website. Parents who wish to exclude their children must inform the school principal in writing.

3. Pictures of students designated as handicapped/disabled shall not be disseminated in any way unless prior written permission is granted by the parent/guardian.

4. Pictures with or without names of students participating in athletic activities or student performances to which the public may attend are not restricted by this policy.

5. Web Pages

The Superintendent will establish procedures for Web page development to ensure that information placed in the district web page(s) is accurate, consistent with district policies, current and provides for written parental permission to include identifying student information such as name, photo, or list of personal characteristics that would make the student identifiable. With or without parental consent, personal information such as address and social security number shall not be published.

Adopted: 22 November 2004



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9400 /Page 3 of 3
NEWS MEDIA RELATIONS

