

## 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 a good working relationship with members of the media is essential to meeting the objectives of the school district's school and community relations program.~~

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

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

The Superintendent ~~and/or~~ designee must ~~approve~~ **authorize** in advance interviews between staff members ~~or students~~ and media representatives **when the staff member is representing or speaking on behalf of the Board of Education or the school district.**

**A school district staff member not designated by the Superintendent or designee to assist in any of the media responsibilities outlined in this Policy, including speaking to a representative of the media, is not prohibited from doing so on their own behalf as a private citizen provided the staff member does not indicate or imply they represent or are speaking on behalf of the Board of Education or the school district and indicate they are speaking on their own behalf as a private citizen.**

**A staff member who is acting on their own behalf as a private citizen should be cognizant of their obligations to protect the privacy and confidentiality of students and school operations in accordance with Federal and State laws.**

**The Board of Education reserves its right to regulate the exercise of school district staff members' First Amendment rights of the United States Constitution in such situations to the extent that such exercise may interfere**



with the safe and orderly operation of the schools and the learning environment.

The Superintendent or designee must and authorize the release of photographs, video or digital any images of district subjects, personnel, or students.

Any Photographs, video or digital images of a student with a disability of disabled children shall not be disseminated or used in print or media in any way if they are identified as a student with a disability disabled unless permission is granted by the parent(s) or legal guardian(s). Any Photographs, video or digital images of a child children placed in the district by DYFS the New Jersey Department of Children and Families, Division of Child Protection and Permanency shall not be published without the permission of the Division Department case worker. Where the release of any a photograph images may violate the privacy of a any student or staff member, the Superintendent and/or designee must first secure the written permission of the staff member or the student's parent(s) or legal guardian(s).

## Photographs on the District Web Site

Pictures of district students shall not be posted on the website, except under the following conditions:

1. Prior written permission has been obtained from the student's parent(s) or legal guardian(s) or from the adult student;
2. Group photographs may identify the group, but not the individuals in the group;
3. Prior written permission has been obtained from the student's parent(s) or legal guardian(s) or from the adult student, if the student is receiving an award or special recognition.

With or without parental consent, personal information such as address and social security number shall not be published.

## Use of Photographs and Other Identifiable Information on Students

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



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

“Students” 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 or designee approves such picture taking, no pictures shall be used without written permission of the parent(s) or legal guardian(s) 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 parent(s) or legal guardian(s) of their right to have their children excluded from photos/videotapes used in district publications, electronic media, newspapers, TV or district website. Parent(s) or legal guardian(s) who wish to exclude their children must inform the school Principal in writing.
3. 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.
4. Pictures of children with educational disabilities shall not be disseminated in any way unless permission is granted by parent(s) or legal guardian(s). Photographs of children placed in the district by the **the New Jersey Department of Children and Families, Division of Child Protection and Permanency** ~~Division of Youth and Family Services (DYFS)~~ shall not be published without permission of the ~~division~~ **Department** caseworker.

Adopted: 9 April 2009

**1<sup>st</sup> Reading: 14 November 2019**

