

3110	Media Relations
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The Board of Education invites and welcomes the active participation of all forms of mass media, print and electronic, in educating the public and improving education within the District and the wider community. The Board and Superintendent will make every reasonable effort to cooperate with the media by providing accurate information about District operations, to the extent permissible by statute and regulation.

The Board President is designated as the spokesperson for the Board when the Board is making a statement on an issue. No other individual member of the Board will speak for, or in the name of, the Board unless by explicit direction of the Board. Board members should emphasize to the media when asked to speak as a Board member that they can only speak as private citizens unless they have been empowered to speak on behalf of the entire Board.

The Superintendent of Schools, or his/her designee, is designated as the spokesperson for the District. All staff intending to release information to the media should first notify the Superintendent, or designee. The Superintendent of Schools shall establish all necessary procedures to govern day-to-day interactions between schools and the news media.

The Board of Education strongly suggests that active Board members do not blog/write about issues, concerns or matters of the School District. If Board members choose to blog on their own or if the member maintains a social networking presence, the Board member must ensure that it is clear the postings do not represent the Board as a whole.

Education Law §§ 1501-b(1)(a), 1501-b(1)(b), and 1709(22)

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