HEWLETT-WOODMERE UFSD **Policy 1130**

( ) Required
(X) Local
( ) Notice

NEWS MEDIA RELATIONS

The Board of Education invites and welcomes the active participation of all forms of mass media, print and electronic, in educating the public, improving education, and sharing news with District residents 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 member of the Board individually will speak for, or in the name of, the Board unless by written direction of the Board President. 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 by the Board to speak for it.

The Superintendent of Schools is designated as the spokesperson for the District.

All staff members who are contacted by the media, or who are intending to release information to the media, should first notify the District's Communications Office. No staff member should engage in conversation, or share information, with the media without first seeking permission from the Communications Office. The Superintendent of Schools, in collaboration with the District Communications Office, shall establish all necessary procedures to govern day-to-day interactions between the schools, staff, and the news media.

If Board members or District staff members choose to maintain a social media presence, the Board member or staff member must ensure that it is clear that the postings do not represent the Board or District as a whole.

Adopted: Feb. 15, 2023