

POLICY

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SCHOOL SPONSORED MEDIA

SUBJECT: SCHOOL SPONSORED MEDIA

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 member of the Board individually 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 or individual Board members unless they have been empowered by the Board to speak for it.

News releases regarding Board related information will be also issued by the Board President or as assigned to the District Clerk on behalf of the Board.

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

The principal of each building is responsible for the preparation of news releases concerning the activities within that building, and for reviewing them with the Superintendent. Copies of all final news releases will be sent to the Superintendent's Office.

All staff intending to release information to the media other than those areas assigned to the Building Principal above should first notify the Superintendent. The Superintendent of Schools shall establish all necessary procedures to govern day-to-day interactions between the schools and the news media.

Employees who are contacted by media personnel should feel free to respond within the realm and scope of their professional responsibilities and knowledge. Individuals should not attempt to answer for other offices or discuss topics with which they are not familiar or topics which are outside their scopes of responsibility.

Such free access is important to maintaining and building public confidence in education and specifically in the Massena Public Schools.

The Board and the Superintendent agree that a presence on social media sites can be a beneficial mechanism for communicating with the community. All postings to social media sites will be treated with the same care and consideration as any other communication which the Superintendent generates on behalf of the district.

Within this general policy, the Massena Schools expect to operate according to the letter and the spirit of the Open Meetings Law. In order to implement the provisions of the law, the administrative staff is directed to provide notices of meetings and meeting agendas to official news representatives as determined by the Annual Reorganizational Meeting of the School Board of Education and to all other bona fide representatives of the media who request delivery, at the same time such notices and agendas are delivered to members of the Board of Education.

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Public Officers Law Sections 103, 103(b),
106, 1708(3);
42 United States Code (U.S.C.)
Section 12102 et seq.

Adopted: 2/25/16