

# Community Relations

## News Media Communication

1112

Because schools are public institutions serving the educational needs of the community, the Board recognizes the importance of disseminating information concerning programs, activities, and significant school events. To ensure that this publicity be given wide coverage and be coordinated with a common effort and purpose, the following procedures shall be followed with news media:

1. The Board of Education Chairperson shall be the official spokesperson for the Board. The Superintendent of Schools may report on actions of the Board.
2. News releases of a system-wide nature, or which pertain to established school system policy, are the responsibility of the Superintendent and will be issued through the Superintendent's office.
3. News releases which are of concern to only one school, or to an organization of one school, are the responsibility of the Principal but requires the approval of the Superintendent.

Board meetings to which the public has access may be photographed, broadcast, or recorded for broadcast by any newspaper, radio broadcasting company, or television broadcasting company, subject to the following guidelines.

1. News media personnel who intend to photograph, broadcast, or record for broadcast the proceedings of any public meeting of the Board of Education shall provide appropriate identification, if requested, to the Superintendent or the Superintendent's designee prior to said meeting of the Board.
2. Only news media personnel employed by a newspaper, radio or television broadcasting company, or personnel of a recognized student news medium assigned to cover the proceedings of a Board of Education public meeting shall be permitted to photograph, broadcast, or record for broadcast, such proceedings.
3. The Chairperson of the Board shall determine the arrangements by which the recording and/or broadcasting of Board meetings shall be conducted to assure that such recording and/or broadcasting is conducted as inconspicuously as possible and in a manner which doesn't disturb proceedings.

Legal Reference:

Connecticut General Statutes

1-21a. Recording, broadcasting or photographing meetings