

POLICY

FRANKLIN TOWNSHIP BOARD OF EDUCATION

File Code:1110

MEDIA

Every effort shall be made to assist all communications media to gain complete and adequate coverage of the programs and activities of the school system.

General releases of interest to the entire district shall be made available to all the media simultaneously. There shall be no exclusive releases, news conferences or interviews except as media representatives request information on particular programs, plans, or problems.

In general, the chief school administrator shall be responsible for establishing relations with news media, and providing information to each through the means found most suitable. Particularly, he/she shall ensure that the media receive all school report cards as required by the administrative code.

The board encourages public presentation of the programs, policies and progress of the schools through all media forms. The CSA shall ensure that the parents/guardians of pupils who participate in such presentations are informed.

The board will determine which of its official actions have sufficient community impact and interest to warrant special release. Communication with the media shall be governed by the following procedure:

Spokesperson: The chief school administrator and the president of the board will be the spokespersons.
The school business administrator will serve as third backup spokesperson.
All others should direct the media to the above persons.
Under serious issues, all board members will be contacted by phone chain.

Information: Information will be solely factual.
Statements will represent the best interest of the school.
Under more serious conditions, staff will receive instruction for dealing with the media.
Media may be provided with a written statement when deemed appropriate.

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