

### NEWS MEDIA RELATIONS

The District invites and welcomes the active participation of all forms of mass media in promoting the cause of good education within the District and elsewhere.

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 an individual Board member unless they have been empowered by the Board to speak for it.

The Superintendent of Schools, or Public Information Coordinator as directed by the Superintendent, is designated as the spokesperson for the District.

All staff desiring to release information to, or respond to inquiries from, the media should first notify the Public Information Coordinator. The Superintendent of Schools shall establish all necessary procedures to govern day-to-day interactions between the schools and the news media.

Ref: Arts and Cultural Affairs Law §61.09

Adopted: June 21, 2006

Reaffirmation: March 4, 2009

Revised: March 6, 2013

Revised: December 14, 2016