

## **Community Relations**

### **News Media Relationships**

The Board of Education shall cooperate with the news media in providing the public with pertinent facts concerning the schools. The Superintendent shall serve as the basic source of information regarding the school system.

The Board of Education encourages the attendance of the news media at all open Board meetings.

The Woodbridge Board of Education supports the recognition efforts of local and regional publications and media in reporting the accomplishments, achievements, awards and honors of students. Local cable access, TV, newspaper and school newsletters from time-to-time seek opportunities to take pictures or write of school activities and student accomplishments. It is the policy of the Woodbridge School District to make this information routinely available, under most conditions, unless parents have requested in writing, in advance, that they do not wish to have information concerning the school activities of their child published.

The Board permits the interviewing, videotaping or photographing of students during the school day only when such activities, in the judgment of the Principal or Superintendent, do not disrupt the educational program, tend to cause undue confusion, or involve a controversial issue of a political nature. Publicity efforts as noted would take place under the guidance of school staff and with the restriction that the names or other identifying information of the involved students will not be provided without the prior written approval of the parent(s) or legal guardian of the student.

Individual interviews of students on camera or for publications will not be permitted without the prior written approval of the student's parent or guardian.

The Woodbridge School District will comply with parents' written requests in support of the interests and wishes of parents.

Legal Reference: Connecticut General Statutes

1-226 Recording, broadcasting or photographing meetings

**Policy adopted: March 19, 2012**



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Schools are public institutions serving the educational needs of the community. Therefore, it is important that information be disseminated concerning programs, activities, and significant school events. The Board recognizes the important role the media serves in reporting information about the District's program, services and activities. Therefore, the District will make reasonable efforts to provide media access to students.

To ensure that publicity is coordinated with a common effort and purpose, the following shall be followed with news media:

1. Media representatives shall be required to report to the administration for prior approval before accessing students involved in instructional programs and activities not attended by the general public.
2. School administrators are authorized to grant permission and set parameters for media access to students in their respective schools.
3. The media may interview and photograph students involved in instructional programs and school activities including athletic events if authorized by the Principal provided that their presence will not be unduly disruptive.
4. If, in the judgment of the administration, the presence of any photographer, broadcaster, or news journalist causes such disruption that orderly conduct of the activity becomes unfeasible, access by these individuals may be limited to the extent necessary to remove disruption.
5. News media personnel who intend to photograph, broadcast, or record for broadcast student activities shall provide appropriate identification to the school administrator, if requested, prior to access.
6. 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 activity shall be permitted to photograph, broadcast, or record for broadcast, such activity.
7. Media representatives wishing to photograph or identify particular students, must obtain parental or guardian approval as well as school administrator permission.
8. In the case of photographs, videotapes, and/or articles referring to students involved in athletic events parental or guardian permission may be provided on an annual basis.
9. Parents who do not want their student interviewed, photographed or videotaped by the media shall inform the school Principal accordingly. Parents who do not want their student interviewed, photographed or videotaped by the media shall inform the school Principal accordingly. Parents who do not want their student interviewed or photographed by the media should direct their child accordingly.

Legal Reference: Connecticut General Statutes  
1-225 Recording, broadcasting or photographing meetings

Policy adopted:  
cps6/04



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Recognizing that an open relationship should exist between school administrators who are charged with the responsibility of conducting public business, and the news media who has the responsibility of reporting the actions of government to citizens, the Superintendent of Schools is authorized to provide to the members of the press information which is a matter of record and public information.

Members of the press, television and radio stations will be directed by the Superintendent to the administrator directly responsible for the information they seek.

Information released to the media shall be that which is public information as covered by statute. It is recognized that there is information of a confidential nature which shall not be released, such as information concerning personnel, grievances, negotiations, court actions and special placement of students. Information provided to the media should be factual and should not involve speculation or assumptions.

Administrators may release any information which has been previously generated. This does not include, however, generating new information at the request of a member of the press. All communications by school officials to the press shall be "on the record." Press releases are to indicate the administrator's name and title.

The Principal has the right to restrict interaction with students on school property if he/she deems it interferes or disrupts the educational process.

Regulation approved:  
cps 4/99