

NEWS MEDIA RELATIONS/NEWS RELEASES

Every effort will be made to assist the press and other communications media to obtain complete and adequate coverage of the programs, problems, planning, and activities of the school system.

All representatives of the media will be given equal access to information about the schools. General releases of interest to the entire community will be made available to all the media simultaneously. There will be no exclusive releases except as media representatives request information on particular programs, plans or problems.

Grades preK-8: no names of students may be attached to or associated with the images of students in any media of any type which are or may be distributed outside of the school community, whether print or electronic, including, but not limited to school websites and news or other external media. School employees shall not provide identification of images to outside entities for these purposes.

Use of full names with images for internal and class publication(s) (whether print or electronic such as yearbooks, PowerPoint or video) is not affected.

Exception 1 (for all grades): only under unusual circumstances, such as awards, but only with the specific written permission of a parent or guardian and the building administrator via an authorized NPS form.

Exception 2 (Grades 6-8): for large group (greater than 4 students) and team images so long as names are not coordinated in such a manner as to identify individual students.

Grades 9-12: no restrictions shall apply unless requested by parents or guardians as described below.

Parental Restriction: Parents or guardians may request in writing to their child's building administrator that publication of digital or electronic images of their child in any media of any type which are or may be distributed outside of the school community be limited or restricted.

In order that school system publicity is given wide coverage and is coordinated into a common effort and purpose, the following procedures will be followed in giving official information to the news media:

1. The School Committee chairman will be the official spokesman for the Committee, except as this duty is delegated to the Superintendent.
2. News releases that are of a system-wide or a sensitive nature or pertain to established Committee policy are the responsibility of the Superintendent.
3. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the Principal of that particular school. All statements made to the press by other staff members of the particular school must be cleared with the Principal.

While it is impossible to know how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities that will create and maintain a dignified and professionally responsible image for the school system.