



POLICY

**Haddonfield
Board of Education**

COMMUNITY

9120/Page 1 of 2
Public Relations Program
M

9120 PUBLIC RELATIONS PROGRAM

The Board of Education believes all reasonable means should be employed to keep the community served by the school district informed on matters of importance regarding district programs, finances, personnel, policies, and operations.

The Board will determine which of its official actions have sufficient community impact and interest to warrant special release; the Board alone will release to the news media information about those matters of importance. The Board President may release information regarding Board actions of lesser importance as they have been recorded in the minutes of the Board meetings and upon the request of media representatives. The release of all other publications, photographs, and documents depicting the accomplishments of the students and staff of the district shall be approved by the Superintendent of Schools or designee.

The school district will not release or publish photographs or release other personal identifying information of an individual district student without the prior written permission of the parent(s) or legal guardian(s) or from the adult student. Written permission slips for such release from each parent(s) or legal guardian(s) or adult student will be obtained by the Principal or designee annually for the students in their school building or by the Program Administrator for students in programs where a Principal is not assigned. These written permission forms shall be maintained by the Principal or Program Administrator. Group photographs may be released by the district without permission, but in no event will an individual student in a group photograph be identified by name and/or by other personal identifier without written permission from the parent(s) or legal guardian(s) or adult student.

The Superintendent of Schools shall direct an information program designed to acquaint residents of the community and the public generally with the achievements and the needs of the schools. As a minimum, information shall be disseminated regarding the district's educational goals; the district's guarantee of equal educational opportunity; the district's programs for basic skills improvement, special education, bilingual education, and English as a second language; and summary reports of the administration of statewide assessment tests. Every effort shall be made to foresee and avoid problems caused by misunderstanding or lack of information.

The public information program may include the publication and distribution of a district newsletter, meetings with parent(s) or legal guardian(s) and interested residents, a presentation and interpretation of the proposed annual budget, periodically distributed calendars and notices of events, the Superintendent's annual report, and a student handbook, as well as the release of news and photographs of school activities for publication. Notices, publications, and other written materials may be prepared in languages other than English when necessary and appropriate for understanding.

The Board of Education adopts the following strategies to minimize the cost of public relations as defined in N.J.A.C. 6A:23A-9.3(c) 14 in accordance with N.J.A.C. 6A:23A-5.2.



POLICY

**Haddonfield
Board of Education**

COMMUNITY

9120/Page 2 of 2
Public Relations Program
M

School district publications shall be produced and distributed in the most cost-efficient manner possible that will enable the school district to inform and educate the target community. The use of expensive materials or production techniques where lower cost methods are available and appropriate, such as the use of multi-color glossy publications instead of suitable, less expensive alternatives, is prohibited.

The school district will not distribute, via mass mailings or other means to the district community at large, publications that include the picture(s) of any members of the Board of Education within ninety days before any election in which any Board member is seeking any elective office or any election relating to school district operations held in the district. Any publication(s) distributed by the Board via mass mailings or other means to the district community at large within sixty days before any election in which any Board member is seeking any elective office or any election relating to school district operations held in the district must be submitted to the Executive County Superintendent for review prior to distribution to ensure that the public funds are being expended in a reasonable and cost-effective manner.

Public relations activities, such as booths at Statewide conferences, marketing activities and celebrations for opening schools and community events, and TV productions that are not part of the instructional program or do not provide information about district or Board operations to the public, that are excessive in nature are prohibited. All activities involving promotional efforts to advance a particular position on school elections or any referenda are prohibited.

Nothing in N.J.A.C. 6A:23A-5.2 and this Policy shall preclude the school district from accepting donations or volunteer services from community members, local private education foundations and local business owners to conduct or assist in public relations services. Examples include, but are not limited to: providing school district flyers, newsletters, or other materials containing school-related information of public concern to local businesses, public meeting places, or other local organizations to display or make available for dissemination; making school district related information of public concern available to local newspapers to publish related articles; and utilizing volunteered services of local community members, district employees, members of parent organizations or local businesses with expertise in related areas such as printing, advertising, publishing, or journalism.

The Board of Education will establish annually prior to budget preparation, a maximum dollar limit for public relation, as defined in N.J.AC. 6A:23A-9.3(c)14. In the event it becomes necessary to exceed the established maximum dollar limit for public relations, the Superintendent of Schools shall recommend to the Board of Education an increase in the maximum dollar amount for public. Any increase in the maximum dollar amount shall require formal Board action.

N.J.A.C. 6A:23A-5.2

BOE Revised Date: 5/16/2019

BOE Approved Date: 6/12/2019



REGULATION

COMMUNITY

**Haddonfield
Board of Education**

R 9120/ Page 1 of 4
Public Information Program

R 9120 PUBLIC INFORMATION PROGRAM

A. Standards of Presentation

1. Material released in the district's public information program should:
 - a. Be factual, topical, newsworthy, and consistent with the educational goals adopted by the Board of Education;
 - b. Represent the activities at all grade levels, subject areas, and schools and not favor one school population or activity over another;
 - c. Strive to interpret the educational program to the lay public and avoid the use of professional terminology; and
 - d. Present an integrated district-wide picture of district-wide programs rather than fragmented information.
2. Information regarding an individual student, other than information classified as directory information in Policy No. 8330, shall be released only with the express written permission of the student's parent(s) or legal guardian(s) or the adult student. Student "information" includes verbal and photographic material, whether or not the student depicted is individually identified. Directory information regarding an individual student may be released only if the student's parent(s) or legal guardian(s) or the adult student has not prohibited its release in accordance with Policy No. 8330.

B. Preparation of Information for Public Distribution

1. Information will be released in a systematic manner to avoid confusion and misunderstanding.
2. Information planned for general public consumption should first be reviewed by interested district employees.
3. News bulletins issued by individual schools or departments within the district must identify the issuing school or department as a part of the school district. Thus all letterheads, bulletins, and publications must carry the full name of the Haddonfield Board of Education.
4. The Principal of each school should prepare a bulletin or news item of interest in his/her building. A copy of the item will be sent to the Superintendent's office for clearance before the bulletin or item may be released to the press.
5. The office of the Superintendent will prepare and disseminate:



REGULATION

COMMUNITY

Haddonfield Board of Education

R 9120/ Page 2 of 4
Public Information Program

- a. An annual calendar of Board, district, and school events open to the public;
 - b. A district newsletter, to be issued periodically;
 - c. Information about the proposed budget, in accordance with Policy No. 6230;
 - d. News releases about Board activities and district-wide activities.
6. The Principal of each school will prepare, submit to the Superintendent for approval, and disseminate the following public information publications.
- a. A student handbook will be given to each student enrolled in the school or to the student's parent(s) or legal guardian(s). The handbook will include, as appropriate to the grade levels in the school:
 - (1) The organization of the school;
 - (2) Rules for student conduct;
 - (3) Student rights and responsibilities;
 - (4) Information about school operations, health services, attendance, emergency closings, and the like;
 - (5) Descriptions of student activities and programs;
 - (6) The student grievance procedure; and
 - (7) Academic requirements.
 - b. A calendar of school events will be distributed to all students, parent(s) or legal guardian(s), and staff members.
 - c. As appropriate to the grade levels of the school, a listing of course offerings and requirements will be distributed to all parents or legal guardians and students.
 - d. Programs for specific performances and athletic contests will be distributed to attendees and participants.

C. Release of Information to the Press



REGULATION

COMMUNITY

Haddonfield Board of Education

R 9120/ Page 3 of 4
Public Information Program

1. In accordance with Policy No. 9120, information determined by the Board to be of particular community impact and interest will be released to the press only by the Board.
2. Information regarding Board actions of lesser importance may be released to the press by the Superintendent.
3. Information regarding the activities of the schools and of individuals in the schools may be released to the press on the approval of the Superintendent.
4. All inquiries from members of the press will be referred to the Superintendent for response. A staff member who is requested to give an interview to a member of the press shall so inform the Superintendent, who may request to be present at the interview.
5. In the event of an unusual development in the school district that arouses substantial public interest, the Superintendent will accommodate the needs of the press by establishing a temporary press center.
 - a. A room will be prepared, as close to the main office as feasible, and equipped with a telephone, word processor, access to copying equipment, paper, and other equipment and supplies as may reasonably facilitate the tasks of reporters and photographers.
 - b. Members of the press will be directed to gather in the pressroom, where they will hear and may question the district's spokesperson.
 - c. All information about the unusual development will be relayed through the designated district spokesperson, who should be given direct access to the information and people necessary to the gathering of accurate data.
 - d. School officials who are asked to give statements to the press regarding the development should seek the assistance of the Superintendent's office in drafting their statements.

D. Displays

1. Displays of the accomplishments of district students and the results of educational programs may be placed in locations that afford a high level of public visibility, such as in local commercial establishments, municipal offices, health facilities, libraries, and banks.
2. Any display must be approved in advance by the school Principal.



REGULATION

COMMUNITY

**Haddonfield
Board of Education**

R 9120/ Page 4 of 4
Public Information Program

3. The staff member planning the display must request and receive in writing the permission of the facility in which the display will be placed. The request will clearly indicate the duration of the display, the time when it will be installed, and any particular accommodations that are necessary to the display.
4. A letter of appreciation shall be sent to the facility after the display is removed.