

Policy Information

Series 2000 - Community Relations

Printed Materials and News Media Relations

Policy # 2130, 1.3

POLICY

1995 2130
Community Relations

SUBJECT: PRINTED MATERIALS AND NEWS MEDIA RELATIONS

In order to facilitate the flow of accurate information from BOCES to the public, it is necessary to maintain good working relationships with the local press, radio and TV. The Board of Cooperative Educational Services shall encourage wide distribution of printed materials, including, but not limited to, newsletters, news releases, budget statements and brochures.

Publications

The Board encourages the development of materials and publications that are of use to component schools which inform the public, member districts, BOCES personnel, and the teaching profession about policies, activities, and accomplishments of Genesee-Livingston-Steuben-Wyoming BOCES and which aid and promote the improvement of education.

Such publications and materials shall be of a professional quality and shall be appropriately reviewed by the Public Information Coordinator before publication.

All publications will be dated at the time they are issued.

In every case the title, the names of the author(s) or editor(s), the Genesee-Livingston-Steuben- Wyoming BOCES logo, and the date of publication will appear on the publication.

Media Relations

The responsibility for maintaining relationships with the media and releasing news lies with the Public Information Coordinator. For issues of sensitivity, the District Superintendent or his/her designee shall be consulted before release.

The Board shall have final approval for all basic policies concerning relations between the news media and the district. The chief communication representative for the Board shall be the Superintendent, who shall be responsible for:

- a. Being readily available to media representatives
- b. Keeping media representatives fully informed with regard to BOCES
- c. Submitting, requesting or suggesting to media representatives such feature stories or articles as are of interest or importance

- d. Providing "Press Kits" to media representatives who attend meetings of the Board
- e. Assisting the Board in the preparation of regular and special publications to the public
- f. Making presentations about the district to various community, civic and governing bodies
- g. Protecting school personnel from any unnecessary demands on their time by news media representatives
- h. Assisting various BOCES-related groups in their relations with the news media

Copyright

The use of the copyright law for selected materials produced through the Genesee-Livingston- Steuben-Wyoming BOCES will be implemented for specific classes of items when recommended to the Board by the District Superintendent. All unpublished materials will have copyright identification protected under common law literary property.

All publications, video-tapes, and software disks which are developed by staff at Genesee- Livingston-Steuben-Wyoming BOCES or persons/agencies under contract to Genesee-Livingston- Steuben-Wyoming BOCES are the property of Genesee-Livingston-Steuben-Wyoming BOCES.

Board Approved
2/2/94
7/18/95