

MEDIA RELATIONS POLICY

The Board of Education (the Board) invites and welcomes the active participation of all forms of mass media, print and electronic, in educating the public and improving education within the Bethlehem Central School District (the District) and the wider community. The Board and superintendent will make every reasonable effort to cooperate with the media by providing accurate information about District operations, to the extent permissible by statute and regulation.

The Board president is designated as the spokesperson for the Board when the Board is making a statement on an issue. No other individual member of the Board will speak for, or in 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 private citizens unless they have been empowered to speak on behalf of the entire Board.

The superintendent is designated as the spokesperson for the District.

All staff intending to release information to the media should first notify the superintendent. The superintendent shall establish all necessary procedures to govern day-to-day interactions between the schools and the news media.

The Board and the superintendent agree that social media can be useful for communicating with the community. All postings to social media sites will be treated with the same care and consideration as any other communication that the superintendent, or his/her designee, generates on behalf of the District. Postings will adhere to the standards set in the Board's "Acceptable Use" policy (# 4526).

The Board of Education strongly suggests that active Board members do not comment about issues, concerns, or matters of the District on social media. If Board members choose to maintain a social networking presence, the Board member must ensure that it is clear the postings do not represent the Board as a whole.

Cross-ref: 4526, Acceptable Use
8630, Computer Resources and Data Management

Ref: Arts and Cultural Affairs Law §61.09

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