

# **BOARD OF EDUCATION**

Cherry Hill, New Jersey

**POLICY 1100**

## **COMMUNICATING WITH THE PUBLIC**

The board will keep the community and staff informed of the status of the schools through advertising public meetings, posting summaries of board meetings and other district news on its website, disseminating press releases to local news organizations, and such other means as may be appropriate.

The public information program of the board and the district shall be directed by the Superintendent of Schools who shall arrange to keep the public informed regarding the policies, operations, objectives, and progress of the schools and shall provide interpretation and explanation of the schools' plans and programs.

The public information program shall also include communication vehicles which convey pertinent information about the district to potential residents of Cherry Hill Township.

The district's budget, its annual goals and its progress toward achievement of them, its special education plans, its basic skills improvement plan, its bilingual/ESL program, pupil progress, graduation statistics and any other information shall be communicated to the public as required by law.

The board's meetings and records shall be a matter of public information except as such meetings and records pertain to individual personnel and other classified matters.

### **NEWS RELEASES**

It shall be the responsibility of the Superintendent of Schools or designee to release news and information pertaining to action of the Board and administrative actions requiring Board concurrence.

All other information shall be released pursuant to administrative instructions issued by the Superintendent of Schools.

(over)

## **USE OF CABLE T.V.**

Information aired on the Cherry Hill School District Cable T.V. Channel will be limited to that which relates to:

1. The activities and functions of the Cherry Hill School District
2. The various divisions of the Cherry Hill Zone PTA
3. The Cherry Hill Scholarship Foundation
4. The Cherry Hill Education Foundation
5. The Cherry Hill Public Library
6. The Cherry Hill Recreation Department
7. Any entities as directed by Policy 3280.1: Sponsorship in Schools, subject to Superintendent recommendation and Board of Education approval as noted.

The Superintendent may also grant approval to air public information upon request by the Township government.

## **PUBLIC RELATIONS EXPENDITURES**

In accordance with NJAC 6A:23A-5.2:

- The Superintendent shall establish annually prior to budget preparation, a maximum dollar limit for public relations as defined in NJAC 6A:23A-9.3(c)14 and provide appropriate notification to the Board of Education if it becomes necessary to exceed the maximum.
- District publications will be produced and distributed cost efficiently.
- Excessive public relations activities that are not part of the instructional program or do not provide, in a cost-effective way, information about district or board operations to the public are prohibited. All activities involving promotional efforts to advance a particular position on school elections or any referenda are prohibited.
- District publications that include pictures of school board members cannot be distributed within 90 days of any district election.

