

Pennsbury School District

School Board Policy

Effective Date	Supercedes Index No.	Index No.
6/14/12	New	910.1

Title: Authorization for Development and Approval of Major Communication Vehicles

Purpose: The purpose of this policy is to establish authority for development and approval of content of the Major Communication Vehicles used by the Pennsbury School District to inform its public on topical issues and initiatives of the Pennsbury School Board.

Definitions: For the purpose of this policy, *Major Communication Vehicles* shall be defined as:

- 1) audio or video programming developed for broadcast on the School District cable channel and/or website, or any other electronic media outlet whether produced in house or through a contracted producer or production facility;
- 2) written documents such as newsletters, press statements and releases, or similar publications for general distribution to members of the public.

Policy: It is the goal of the Board of School Directors to provide School District-developed, Major Communication Vehicles, or other educational programming and communications that it determines to be of interest in the community.

The School Board hereby delegates its authority to establish and approve guidelines for such development and approval of content for topical and issues related programming, newsletters and other Major Communication Vehicles used by the School District, as well as the decision to authorize such Major Communications Vehicles to the School Board President.

The School Board President shall maintain authority and control over the Major Communication Vehicles to inform the public on topical issues and foster transparency in the operation of the Pennsbury School District. All licenses and permits required for said communication vehicles shall be vested in the Board of School Directors. As such, the Board of School Directors hereby delegates its authority to establish guidelines for the approval and disapproval of all programming content developed using the television studios and/or for broadcast on the cable television channel; any such content that is disseminated on the School District's website; any written documents such as newsletters, statements, etc.; or any other guidelines regarding School District Major Communication Vehicles to the School Board President or his/her designee.

Approval of all content of the Major Communication Vehicles shall be initially delegated to the Superintendent of Schools or his/her designee. Prior to publication or broadcast of Major Communication Vehicles relating to topical issues or School Board initiatives, the School Board President, or his or her designee, shall have final approval. The manner and timing of dissemination of the Major Communication Vehicles shall be authorized by the School Board President, or his or her designee. The School Board President or his or her designee shall have the authority to modify established airtimes of any public meeting to facilitate the airing of a Major Communication Vehicle.

The School District will not broadcast a program on its cable television channel, on its website, or distribute a newsletter, statement or press release that endorses a candidate for public office, a political party, and the like.

**Responsible
Administrator:** Superintendent