

SENECA VALLEY SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: PUBLICATIONS PROGRAM

ADOPTED: June 13, 2005

REVISED:

	902. PUBLICATIONS PROGRAM
1. Purpose	The Board believes that all reasonable means should be employed to keep the public informed on matters of importance regarding district policies, finances, programs, personnel and operations.
2. Delegation of Responsibility	<u>General Responsibility for Public Information</u> It shall be the duty of the Superintendent of Schools or such staff member as s/he may assign to organize and carry on a program of public information to regularly inform, by a variety of means, the public and the staff about programs and activities of the Seneca Valley School District.
3. Guidelines	<u>Use of Name of School District</u> The use of the name of the Seneca Valley School District or the name of any of its buildings or school organizations is prohibited for the promotion of any program, activity, event, or sales campaign that is not part of the approved educational program or activity of the public schools of the Seneca Valley School District. <u>Release of Information to News Media</u> All materials for public release issued by school personnel, both employees and students, affecting or relating to any programs or activities of the school district, shall be approved by the office of Superintendent or someone designated to act for the office, prior to its release. <u>Internet Postings</u> Any employee who wishes to post materials on the Internet must obtain approval from the building administrator and/or designee, prior to its release.

Use of Student Names, Pictures With Names and/or Other Identifying Information by Other Than District Personnel

Parents who do not wish to have their child's name, photograph, or other personal information to appear in any media or district publication, including but not limited to the Internet, newspaper, magazines, etc., must submit written documentation to the appropriate building administrator.

Reporting on Meetings of Board

It is the purpose of the Seneca Valley Board of School Directors to hold Board meetings in accordance with the School Laws of Pennsylvania. It shall be the policy of this school district to keep the public informed of actions taken at all regular meetings of the Board of School Directors. The Superintendent shall exert every effort to inform the public through a variety of means of the actions taken at public meetings.