

**WASHINGTON-SARATOGA-WARREN-HAMILTON-ESSEX
BOARD OF COOPERATIVE EDUCATIONAL SERVICES**

ADMINISTRATIVE REGULATION

CONTACTING AND WORKING WITH THE MEDIA

Initiating Media Contact:

1. All employees are ambassadors for the BOCES. BOCES Employees are encouraged to submit program or event information to their supervisor for distribution to the media (when and if appropriate).
2. To maintain a cohesive communication strategy, employees **MUST NOT** submit information or photos directly to the media. The Communication Services Office will distribute the information in the appropriate form to the appropriate media outlets.
3. Employees should contact their supervisor for authorization before submitting information to Communication Services. Once a supervisor has authorized the information for release, either through an email or verbal confirmation with the Communication Services Office, employees may work directly with the Communication Services to develop public relations initiatives (i.e. press release, calendar notice, interview on radio or television, photo opportunity, etc.)
4. Employees must develop news items that include who, what, when, where ,why, “what for,” and “who cares/why is it important”. Such items should be emailed or delivered a hard copy to the Public Information Specialist at least two weeks prior to an event OR immediately following an event or competition in which students won an award.
5. When students are named or photographed, the teacher is responsible for ensuring the appropriate releases have been obtained from the parents and are on file. Photos **CANNOT** be used unless the students are identified with name and home school and have photo release forms on file.
6. When submitting students' names, the name of the home school **MUST** be submitted as well as the student's parents or legal guardians. Other pertinent information such as the student's plans following graduation should be included when appropriate.
7. Information should be sent to: Communications Services
 WSWHE BOCES
 1153 Burgoyne Avenue, Suite 2
 Fort Edward, NY 12828-1134
8. Copies of published articles or broadcast stories will be distributed to the District Superintendent and Administrative Cabinet.

Responding to Media Contact:

1. If the media approaches an employee, the employee must immediately refer them to the office of the District Superintendent.