

SUBJECT: MEDIA MATERIALS

The Board encourages wide distribution of materials (print and non-print items). These can include, but are not limited to, newsletters, news releases, budget statements, brochures, videos and CD-rom.

Printing Service

In compliance with the regulations of the Commissioner of Education, the BOCES will not print for any agency outside of BOCES, school districts, and the State Education Department. The printing staff, with the approval of the District Superintendent, will establish procedures for requesting services, setting priorities and determining costs.

The appropriate copyright laws will be adhered to on all printing requests.

Publications

The Board encourages the development of materials and publications that are of direct use in the educational process in component schools; which inform the public, component districts, BOCES personnel, and the teaching profession concerning policies, activities, and accomplishments of the BOCES; and which aid and promote the improvement of education. Such publications and materials shall be of a professional quality and shall be appropriately reviewed by the District Superintendent or his/her designee before publication. All publications will be dated at the time they are issued.

In every case the title, the names of the author(s) or editor(s), the BOCES logo, and the date of publication will appear on the publication.

Media Relations

The responsibility for maintaining relationships with the media, releasing news and serving as the BOCES spokesperson lies with the District Superintendent or his/her designee. (For issues of sensitivity, the District Superintendent or his/her designee shall be consulted before release.)

Copyright

The use of copyright law for selected materials produced through the BOCES will be implemented for specific classes of items when recommended to the Board by the District Superintendent. All unpublished materials will have copyright identification protected under common law literary property.

All publications, videotapes, software disks, and other electronic media, which are developed by staff at the BOCES or persons/agencies under contract to the BOCES, are the property of the BOCES.

Adopted: January 9, 2002

Revised: June 11, 2014