

District Public Relations and Communications

To All District Staff:

As the 2006- 2007 Academic Year begins, it is important for all school administrators and staff to understand and comply with the updated procedures and guidelines for submitting information and announcements to Webmaster (Website) and Postmaster (Email). These considerations and changes will further assist you in timely and accurate communication to your school's Parents, the Plainfield Community and beyond.

SCHOOL DISTRICT WEBSITE

All new information and requests for changes to individual School Webpages should be directed to the Information Technology Department, specifically to Webmaster@plainfield.k12.nj.us and Rose Davis rdavis@plainfield.k12.nj.us.

SCHOOL DISTRICT GLOBAL EMAIL POSTINGS

All Requests for information and announcements to be sent globally to all district staff and personnel emails, should be sent first via the **Global Email Submission Form** for preliminary approval. Go to <http://www.plainfieldnj12.org/Admin/forms/GlobalEmailForm.htm> for submission requirements and items that are permitted to be sent.

DISTRICT ANNOUNCEMENT POSTINGS

All Requests for distribution of announcements through District Channels are to be sent through

The **Global Email Submission Form** for preliminary approval.

Go to <http://www.plainfieldnj12.org/Admin/forms/GlobalEmailForm.htm> for submission requirements and items that are permitted to be sent.

If approved, they are then redirected to the appropriate Information Technology Staff Member, either the Webmaster or Postmaster. The Webmaster and Postmaster will then post the documents appropriately as soon as possible.

Be mindful of your event and plan ahead. Please send your request two-three weeks prior to event. The week of or the day before does not work effectively both from our side and from a marketing standpoint.

Please proofread your materials prior to sending it to us. We will post what you send us. Please be thorough, patient and timely on your end to avoid last minute RUSH. Please understand this is not our primary function.

We will post in the order we receive with date and time priority. Please do not request that we globally post your materials over and over again. Twice is the limit.

Out-of District Media Outlets (*Two Week Advance Notice*)

COURIER NEWS SPECIALS: If you would like your event to be posted in the Courier News Community Calendar, please write a professional two - three sentence summary of event:

Describe What, Where, When and Why as well as any contact information clearly.

-- SHORT AND SWEET STATING THE FACTS ONLY --

Place Title of Event and Date in the Subject Line. Copy the summary of event into the body of your e mail and attach the flyer to message. Please follow file type and file size requirements set forth on the **Global Submission Form**.

Send e mail to specials@c-n.com with SUBJECT LINE containing PLANFIELD: EVENT and DATE. Also CC: Irivera@plainfield.k12.nj.us *(THERE IS NO GUARANTEE THAT IT WILL BE PRINTED UNFORTUNATELY BUT IF WE KEEP SENDING THEM STUFF THEY PROVIDE US WITH SOME SPACE IN THEIR CALENDAR.)*

Plainfield Comcast Cable (PCTV 74): Please utilize the Global Email Submission Form And its guidelines to send announcements to be posted on PCTV 74:

Go to <http://www.plainfieldnj12.org/Admin/forms/GlobalEmailForm.htm>

Advertising your special events, will only work if you plan ahead, think and explain things clearly.

IT IS ESSENTIAL THAT WE ALL DO OUR PART TO COMMUNICATE AND GET THE GOOD WORD OUT TO THE COMMUNITY

Please note:

If students will be photographed or videotaped, we must have written permission to publish their likeness on district publications and on the Internet. Please ensure that all students return their Parent/ Guardian Photo Release Form during the first week of school. **PHOTOGRAPHING OR INTERVIEWING STUDENTS, FACULTY AND FACILITIES IS STRICTLY PROHIBITED UNLESS AUTHORIZED BY THE SUPERINTENDENT AND THE OFFICE OF COMMUNITY RELATIONS. NEWS MEDIA AND PRESS MUST CONTACT THE OFFICE OF COMMUNITY RELATIONS AT LEAST ONE WEEK PRIOR TO REQUESTED VISIT FOR PROCESSING. LOCAL PRESS AGENTS AND PHOTOGRAPHERS/VIDEOGRAPHERS AFFILIATED WITH COMCAST CABLE PCTV 74 AND CITY GOVERNMENT MUST BE HELD TO THE SAME CRITERIA. PLEASE REFER TO POLICY 5145.5 FOR FURTHER CROSS REFERENCES.**

PHOTOGRAPHS OF PUPILS

Taking pictures of district pupils and buildings for commercial purposes is prohibited without written approval of the chief school administrator.

"Commercial purposes" in this context is defined to mean for sale or for use in connection with the advertisement or promotion of goods or services.

"School pupils" in this context means boys and girls enrolled in the school during that part of the day they are at school, on the school grounds, or engaged in any activity under the direction and supervision of the school.

Pictures of children with educational disabilities shall not be disseminated in any way unless permission is granted by parents/guardians. Photographs of children placed in the district by the Division of Youth and Family Services (DYFS) shall not be published without permission of the division case worker.

Photographs on the District Web Site

Pictures of district pupils shall not be posted on the web site, except under the following conditions:

- A. Prior written permission has been obtained from the pupil's parent/guardian or from the adult pupil;
- B. Group photographs may identify the group, but not the individuals in the group;
- C. Prior written permission has been obtained from the pupil's parent/guardian or from the adult pupil, if the pupil is receiving an award or special recognition.

Adopted by the Board of Education
at its meeting of September 20, 2005

Legal References: N.J.S.A. 18A:11-1 General mandatory powers and duties
N.J.S.A. 18A:36-35 Disclosure of certain student information on internet prohibited
without parental consent
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)

Possible

Cross References: 1100 Communicating with the public
1110 Media
1120 Board of education meetings
1140 Distribution of materials by pupils and staff
1250 Visitors
5125 Pupil records
5141.4 Child abuse and neglect
5145.12 Search and seizure
6142.10 Technology
6145.3 Publications
6171.4 Special education

Procedures on Public Relations and Media Communications

- The Superintendent of Schools and the Director of Community Relations have the primary responsibility to receive and answer requests for information from the News Media.
- The Plainfield Board of Education's policy on the Media (Policy 1110) states: "In general, the chief school administrator shall be responsible for programs, policies and progress of the school through press, radio, television and other electronic media. Building Principals shall clear proposed presentations with the Chief School Administrator."
- In emergency situations, it may be necessary to inform the public of events, warnings or emergency procedures. In these situations, the news media may be enlisted to alert and inform the community. It is important in these cases that the media receive accurate, prompt and factual information. Check with the Superintendent's Office prior to engaging or speaking with the media. Inform building or department staff of the situation and how to handle any media inquiries.
- Contacts from the media must be referred to the Superintendent's Office.
- Recommend that staff and students not talk to reporters unless directed to do so by the Superintendent or her designee.
- Do not allow media representatives into your building or department unless authorized by the Superintendent and Office of Community Relations.
- The Superintendent may designate an official spokesperson for the school district when an emergency occurs. All contact with the media will be made by the authorized media spokesperson.
- Staff members should not make a commitment to the media to speak, to appear or be interviewed. Such requests shall be referred to the Office of Community Relations and Superintendent who will assess the request and provide the appropriate response.
- No one is permitted to take photographs of District Facilities or Students without permission from the Office of Community Relations. Unless it is a parent taking a photograph of their own child, there are no exceptions to this rule.

Urgent School Closing Announcements Noticias Urgentes y Cierres de Escuelas

Official Website / Website Oficial:

www.plainfieldnj12.org

Announcements Begin at 5 am
Anuncios Comienzan a las 5 de la mañana

Plainfield Information Hotline (908) 755-9566
Linea Informativa en Espanol (908) 731-4298

RADIO

AM

WOR 710 AM

www.wor710.com

WCTC 1450 AM

FM

WMGO-FM98.3

TELEVISION

WNBC-TV Channel 4

FOX 5 Channel 5

WABC-TV Channel 7

COMCAST CABLE Channel 62

Please note:

When a delayed opening is announced, staff reports at 9:30 am. Students report at 10 a.m. Students are dismissed at normal time. There is no transportation when public schools are closed. Children will not be sent home early if there is bad or inclement weather.

State Report Card Narrative

The narrative/snapshot of your school for the State Report Card is due to the Community Relations Office on October 8, 2006. To help you prepare for writing your narrative, a list of elements that the narrative should contain is included on the next page.

Please keep in mind that the narrative should be about 325 words. The narrative is posted on the New Jersey Department of Education's website and is read by educators and people from all over the state. This is an opportunity to boast about your school and showcase the instructional services and programs you provide for your student body. Please be thorough in your editing of the proof, checking for grammar, punctuation and spelling before submitting the narrative to the Community Relations Office.

The narrative should be forwarded via e-mail as a word document.

If you have any questions, feel free to contact Louis M. Rivera at
(908) 713.4333 or e-mail: rivera@plainfield.k12.nj.us

State Report Card Narrative Elements

- Grades
- Enrollment
- Class offerings
- Number of teachers, instructional support staff and student service providers (i.e. guidance counselors, social workers, school nurses, etc.)
- Educational philosophy
- Goals
- WSR reform model and activities
- Special Education Services (may include speech and occupational therapy, learning disabilities, etc.)
- Bilingual/ESL Programs
- Student Support Programs (i.e. after school programs, etc.)
- Student Enrichment Activities (i.e. clubs, athletic programs, etc.)
- Parent Organizations
- Partnerships
- Special Features (Computer Labs, Media Centers, etc.)
- Technology
- Special School Features (schools of choice, grant programs)

Sample Cover Letter

Date

Dear Parent or Guardian:

Occasionally, students in the Plainfield Public Schools are asked to participate in publications, publicity or public information activities about school or district programs.

To guarantee a student's privacy and to ensure that you agree on your child's participation, I ask that you sign this form.

The form will give the school and the district your approval for your child's name, work, photograph, voice or oral statements to appear in school or district publications and websites, publicity efforts, videos, newspapers and TV.

The pictures and articles will not personally identify the student. The district may use the pictures and videos in subsequent years.

Thank you for your cooperation.

Best Regards,

Principal's Name

Plainfield Public Schools

Parental /Guardian Photo Release Form

We are sending you this parental consent form to request permission for your child's photo/image and to be published on the district and/or school's website and other publications and newsletters.

Pursuant to the law, we will not release any *personally identifiable information* without prior written consent from you as a parent or guardian. *Personally identifiable information* ♥ includes student names, photograph or image, residential address, e mail address, phone numbers and locations and times of class trips.

Please Check and Initial your choice. Then please fill out the information below and sign your name. Thank You.

_____ I/WE Grant permission for the usage of a photo/image and student work of this student on a school or district website or publication

- a. _____ With personal information (name only)
- b. _____ With all personal information ♥ (see above)
- c. _____ Without personal information.

_____ I/WE DO NOT Grant permission for the usage of a photo/image and student work of this student on a school or district website or publication.

Student's Name (please print) _____ Student Grade _____

Name of Parent/ Guardian: _____

Signature of Parent/ Guardian: _____

Relation to Student: _____

Date: _____

If you, as the parent or guardian, wish to rescind this agreement, you may do so at any time in writing by sending a letter to the principal of your child's school and such rescission will take effect upon receipt by the school.

PLEASE NOTE:

As you are aware, there are potential dangers associated with the posting of personally identifiable information on a website since global access to the Internet does not allow us to control who may access such information. The dangers have always existed; however, we as schools do want to celebrate your child and his/her work. The law requires that we ask for your permission to use information about your child.

Sample Intro Letter in Spanish-- Photo Release Form

DATE

Estimados Padres y Encargados de Familia:

En un esfuerzo para documentar y publicar todas las actividades positivas y logros de nuestras escuelas, ocasionalmente pedimos que nuestros estudiantes participen en eventos de enseñanza que también sirven como una oportunidad para publicidad. Tomamos fotos y tomamos videos de los estudiantes mientras que ellos participan en estos programas. Esta documentacion es necesaria para demostrar a la Comunidad, la Junta de Educación de Plainfield y el Estado que aquí en Plainfield estamos haciendo todo lo posible para avanzar el nivel de enseñanza de nuestros estudiantes. Tanto como es una campaña para publicar los programas y la diversidad que tenemos en nuestras aulas escolares.

Sin su permiso por escrito, la ley no nos permite publicar estas imágenes o el trabajo de los estudiantes. Para garantizar la privacidad de su hijo/ hija y asegurar que usted este de acuerdo con la participación de su hija/ hijo, le pedimos que firmen la hoja adjunta.

En resumen, la pagina siguiente es el formulario que le permite a la Escuela y el Distrito fotografiar o video-grabar a su hija/ hijo durante la escuela y eventos de publicidad. También nos permite usar el nombre, trabajo, imagen, y voz de su hija/ hijo en publicaciones o el página electronica de la Escuela y el Distrito tanto como en periódicos y la televisión. Pero necesitamos su autorización. Les damos varias opciones para escoger como desean que nosotros publiquemos los logros de sus hijos.

A veces, las fotos y los artículos pueden identificar el estudiante personalmente pero no siempre es el caso. El distrito mantiene estas imágenes en su archivo y se usan en años subsecuentes.

Gracias por su cooperación.

Sinceramente,

PRINCIPAL'S NAME

USO DE FOTOGRAFIA Y TRABAJO DE ESTUDIANTES
Forma De Consentimiento para Padres y Encargados de Familia

Les enviamos esta Forma De Consentimiento para informarles y pedirles permiso para publicar fotos y la imagen de sus hijos y otra información en la red electrónica, boletín de noticias, y otras publicaciones.

Conforme a la ley, no publicaremos información que identifique personalmente a nuestros estudiantes sin que usted conceda el permiso. Esta información incluye el nombre del estudiante, imagen o fotografía, dirección de residencia, dirección de correo electrónico, teléfonos y paseos escolares.

Por Favor, afirme con sus iniciales la opción escogida. Después, llene la información que sigue y firme su nombre para autorizar. GRACIAS.

_____ SI, Yo/ Nosotros concedemos permiso para el uso de la foto/imagen y trabajo de escuela de este estudiante en el website y publicaciones de la escuela o distrito con toda información personal ♥ (mire arriba)

_____ SI, Yo/ Nosotros concedemos permiso para el uso de la foto/imagen y trabajo de escuela de este estudiante en el página electronica y publicaciones de la escuela o distrito con solamente el uso del nombre.

_____ SI, Yo/ Nosotros concedemos permiso para el uso de la foto/imagen y trabajo de escuela de este estudiante en el website y publicaciones de la escuela o distrito sin ninguna información personal.

_____ NO, Yo/ Nosotros no concedemos permiso para el uso de la foto/imagen y trabajo de escuela de este estudiante en el website y publicaciones de la escuela o distrito.

Nombre de Estudiante _____ Grado _____

Nombre de Padre / Guardia _____

Firma de Padre / Guardia _____

Relación a Estudiante _____

Fecha _____

Si usted, como padre cambia de idea sobre este permiso, lo puede hacer en cualquier momento por escrito enviándole una carta al director de la escuela de su

AVISO: Como usted sabe, hay peligros asociados con la fijación de información personal en la red electrónica. Debido al acceso global al Internet no podemos controlar quien puede mirar esta información. Estos peligros siempre han existidos; pero nosotros como educadores queremos publicar y celebrar los logros de sus hijos. La ley requiere que les pidamos permiso para usar la imagen e información de su niño.

