

MEDIA RELATIONS

Background

The Superintendent has been given the responsibility to ensure positive internal and external communications are developed and maintained. The news media are an important vehicle through which the Division keeps the community accurately informed and increases awareness of public education. Notwithstanding this, the Division has an obligation to protect its students and staff from unwelcome intrusions into the operation of its schools.

Procedures

1. Copies of Board Meeting agendas will be made available to local media.
2. Information releases, which accurately communicate the Board's business to the public, may only be issued by persons authorized by the Board as per Policy 5 – Role of the Board Chair.
3. All media requests received at the Division and the school shall be directed to the Superintendent's Office through Manager of Communications and Public Relations. The Superintendent or designate shall approve all information released to the media following a media request.
4. In the event of emergency or crisis interactions, the Superintendent or designate shall determine what information shall be given to the media, and by whom.
5. Outside of points 3 and 4 above, the Principal shall approve all information released to the media from schools in compliance with FOIP.
6. Representatives of the media may be permitted on school grounds for legitimate reporting and promotional purposes. This is at the discretion of the Principal. Particular care must be exercised in protecting the rights of students when media are present.
 - 6.1 Appropriate Division and school release forms are to be completed. [Form 150-1 Media Consent Form](#)
7. The Division may contact local media to issue press releases or provide for coverage of special events.
8. The Principal may contact local media to provide for coverage of special school events.
9. Media representatives shall not be allowed to disrupt the normal operation of a school or a class for the sole purpose of information gathering. This includes the interviewing of Division employees and/or students during regular class times.
10. Media representatives may be asked by the Principal or Division staff to leave the premises or grounds where it is deemed to be in the best interests of the students and staff to do so.

Reference: Relevant Legislation and Regulations