

MEDIA RELATIONS

Background

The Superintendent has been given the responsibility to ensure positive external and internal communications are developed and maintained. The news media are an important vehicle through which the Division keeps the electorate accurately informed and increases public awareness of 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. 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.
2. The Superintendent shall approve all information released to the media from central office.
3. The Principal shall approve all information released to the media from schools.
4. Representatives of the media may be permitted into the schools 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.
5. 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.
6. 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.
7. 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.

Reference: Section 27, 60, 61, School Act
Freedom of Information and Protection of Privacy Act
Policy 5 – Role of the Board Chair