

Administrative Procedure 151

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 District keeps the electorate accurately informed and increases public awareness of education. Notwithstanding this, the District 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 and which may have potential political implications, 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 District administrative information released to the media.
3. All media requests received at a school shall be directed to the Director of Communications.
 - 3.1 This measure ensures the District is fairly represented given local, regional, provincial and national events and issues. It further builds awareness among media outlets that their first point of contact is the Director of Communications when covering stories of a contentious or sensitive nature.
4. The Director of Communications may contact local media to request coverage of special events.
 - 4.1 Principals wishing to gain coverage for special school events are to contact the Director of Communications.
5. Media representatives shall not be allowed to disrupt the normal operation of District Office, a school or a class for the sole purpose of information gathering. This includes the interviewing of District employees and/or students during the regular school day.
6. Media representatives may be asked by the Principal or District 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: Section 8, 20, 22, 65, 85, 177 School Act
Freedom of Information and Protection of Privacy Act

Adopted: October 18, 1982
Revised: September 1994; January 1999; September 24, 2018