

## **151 - MEDIA RELATIONS**

### **Background**

The Superintendent has been given the responsibility to ensure positive external and internal communications are developed and maintained. The Division recognizes the valuable contribution the print and electronic media can make to its schools. Notwithstanding this, the Division has an obligation to protect its students and staff from unwelcome intrusions into the operation of its schools.

Media relations will be further governed by processes outlined in the Division Communication Plan.

### **Procedures**

1. The Superintendent shall approve all information released to the media from Central Office.
2. 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.
3. The Principal shall approve all information released to the media from schools.

Note: 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.

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.
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 school division employees and/or students during regular class times. All such requests shall be directed first to the Divisional Office for approval by the Superintendent or his/her designate.
6. Divisional Office personnel shall advise the school immediately of its decision in such cases.
7. Particular care should be exercised in protecting the rights of all students when media are present.

Reference: Section 27, 60, School Act  
Cross Reference: Policy 5 – Role of the Board Chair