



MEDIA RELATIONS

Background

The superintendent ensures that positive internal and external communications are developed and maintained. Media is an important vehicle through which the Division keeps stakeholders informed and increases public awareness of Division events and protocols. Notwithstanding, the Division has an obligation to protect students and staff from unwelcome intrusions into the operation of 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 other information released to the media. All media requests received at the school shall be directed to the superintendent.
3. The superintendent may contact local media to issue press releases or provide for coverage of Division events.
4. The principal may contact local media to provide for coverage of school events.
5. Media representatives will not be allowed to disrupt the normal operation of a school for the purpose of information gathering. This includes the interviewing of Division employees and/or students during 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/or the staff.

Reference: Section 33, 52, 53, 55, 67, 68, 196, 197, 204, 222, 225, 256 Education Act
Freedom of Information and Protection of Privacy Act
Policy 5 – Role of the Board Chair