

MEDIA RELATIONS

Background

The Director 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.

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 Director shall approve all information released to the media from Division Office.
3. The Principal, in consultation with the Director or designate, 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 in consultation with the Director or designate. 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 staff members and/or students during regular class times.
6. The Principal shall obtain parental permission for media to interview or photograph individual students (Form 151-1 – Media Release Form).
7. 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.
8. In the event of emergency or crisis interactions, the Director or designate shall determine what information shall be given to the media, and by whom.