

## **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 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. All media requests received at the school shall be directed to the Superintendent or designate.
3. The Superintendent or designate may contact local media to issue press releases or provide for coverage of special events.
4. The Principal may contact local media to provide for coverage of special school events.
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.

Reference: Section 20, 27, 60, 61 School Act  
Freedom of Information and Protection of Privacy Act  
Policy 5 – Role of the Board Chair