MEDIA RELATIONS

Belief

The Division recognizes the valuable role the media plays in informing the public about the division, our schools, programs and initiatives through proactive media coverage. Notwithstanding this, the Division has an obligation to protect its students and staffs from unwelcome intrusions into the operation of its sites and to ensure privacy legislation is not contravened.

Guidelines

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 or designate shall approve all information released to the media from central office.

3. The Principal or Director responsible shall approve all information released to the media from division sites.

4. Representatives of the media may be permitted into division sites for legitimate reporting and promotional purposes. This is at the discretion of the Principal or Director responsible. 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 site 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 Director responsible to leave the premises or grounds where it is deemed to be in the best interests of the students and staff to do so.

7. 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.

8. If a member of the media contacts a Division employee for an interview or comment, the employee shall explain to the reporter that all media requests need to be made through the Superintendent. The Superintendent will determine the most appropriate person to respond to the interview request.

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