

Administrative Procedure 151 – Media Relations

Background

The Superintendent has been given the responsibility to ensure positive external and internal 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.

Definitions

- School-Level Media: Refers to media content originating from individual schools and typically focused on positive, community-building topics such as student achievements, graduation celebrations, sports events, fine arts performances, school-based fundraising, and other human-interest stories intended to highlight school culture and accomplishments.
- Divisional-Level Media: Refers to media content representing or affecting the Division as a whole. This includes communication about system-wide initiatives, strategic priorities, policy changes, Board decisions, and potentially sensitive or controversial matters such as equity, inclusion, or student advocacy (e.g., Gender and Sexuality Alliances or major incidents affecting multiple 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 from the Division Office.
3. All requests from the media shall be directed to the Communications Coordinator.
4. Representatives of the media may be permitted into the schools for legitimate reporting and promotional purposes. Particular care must be exercised in protecting the rights of students when media are present. School-specific media relations will be done in accordance with [Policy 20 Communications](#).
5. In the event of emergency or crisis interactions, the Superintendent shall determine what information shall be given to the media, and by whom.
6. School-Level Media Submissions

- 6.1. The Principal (or designate) is responsible for reviewing and approving all materials submitted to any media outlet by the school, including print, broadcast, and digital platforms. All such materials must:
 - 6.1.1. Comply with Division guidelines and the Privacy Protection Act (PPA);
 - 6.1.2. Be vetted to ensure accuracy, appropriateness, and alignment with school and Division values;
 - 6.1.3. Safeguard the privacy and dignity of students, staff, and community members.
- 6.2. Under no circumstances may staff or students distribute information to the media independently. All media-related communication from a school must be authorized and submitted through the Principal (or designate).

Reference: Section 33, 52, 53, 55, 67, 68, 196, 197, 204, 222, 225, 256 Education Act
Section 33(c), 38, and 40, Privacy Act (PPA)

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