

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.

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.

Reference: Section 33, 52, 53, 55, 67, 68, 196, 197, 204, 222, 225, 256 Education Act
Freedom of Information and Protection of Privacy Act

Effective: 2022-01-01

Amended: