

MEDIA RELATIONS

Background

The Superintendent is responsible for ensuring that positive external and internal communications are developed and maintained. The news media are an important means through which the Division informs communities and enhances public awareness of education. At the same time, the Division has an obligation to protect its students and staff from unwelcome or disruptive intrusions into the operation of its schools.

Procedures

1. Public information releases that accurately communicate the work of the Board may only be issued by persons authorized by the Board, in accordance with Board Policy 5 – Role of the Board Chair.
2. The Superintendent may approve public information releases that accurately communicate information related to the Division's operations.
3. The School Principal may approve the public release of non-sensitive and non-controversial information pertaining to student participation in their school events.
4. Representatives of the media may be permitted access to Division schools for legitimate reporting and promotional purposes. This is at the discretion of the School Principal. Care is to be exercised in protecting the privacy rights of all students when media are present.
5. Media representatives may be asked by the Principal or Division staff to leave the Division premises or grounds where it is deemed to be in the best interests of the students and staff to do so.

Crisis Communications – External Communications

1. In the event of an emergency or crisis, the Superintendent shall determine what information shall be given to the public and when to distribute that information.
2. All external communication to parents, community members, and the media will be sent directly from the office of the Superintendent.
3. Information relative to a crisis will be presented in an honest and forthright manner, keeping in mind that certain information may need to be held in confidence for a certain period.
4. All public inquiries will be honoured in the timeliest manner possible.

5. Within an appropriate timeframe, and in the context of the need for a prepared statement, the Division will prepare a statement outlining the events related to the crisis for release to the public.
6. All crisis communication will be based on the Division's foundational commitment to:
 - 6.1 The safety of all students and staff
 - 6.2 The integrity and overall transparency of the division

Adopted/Revised: JUN 2016/NOV 2019/FEB 2026

Reference: *Education Act* s. 33, 52, 53, 55, 67, 68, 196, 197, 204, 222, 225, 256
Access to Information Act (ATIA)
Protection of Privacy Act (POPA)
Board Policy 5 – Role of the Board Chair
Board Policy 11 – Board Delegation of Authority
Board Policy 12 – Role of the Superintendent
Administrative Procedure 150 – Division Communications