

## Administrative Procedure 150

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### MEDIA RELATIONS

#### Background

The Superintendent ensures that positive external and internal communications are developed and maintained within practices and procedures that protect students and staff from unwelcome intrusions into the operation of 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.
  - 1.1 In making public statements, the Board Chair's main responsibility is to add a political perspective, while that of the Superintendent is to add an administrative perspective. Simply put, the Board Chair enunciates Board policy and intent and the Superintendent defines process and procedure.
2. The Superintendent shall serve as the designated media liaison for the District.
3. In the event of emergency or crisis interactions, the Superintendent shall determine what information shall be given to the media, and by whom.
4. The Principal shall approve all information released to the media from schools.
5. Representatives of the media may be permitted into the schools for legitimate reporting and promotional purposes. This is at the discretion of the Principal.
6. Media representatives shall not be allowed to disrupt the normal operation of a school or a class for the purpose of information gathering. This includes the interviewing of District employees and/or students during regular class times. All such requests shall be directed first to the Superintendent for approval.
  - 6.1 The Superintendent shall advise the school immediately of its decision in such cases.
7. Particular care is to be exercised in protecting the rights of all students when media are present.

Approval Date: June 14, 2018

Reference: Section 18, 20, 22, 27, 60, 61, 78, 96, 113, 116, 117 School Act  
Freedom of Information and Protection of Privacy Act