

## ADMINISTRATIVE PROCEDURES

---

**SECTION:** 100 – BUSINESS PROCEDURES

**CODE:** AP 152

**PROCEDURE:** MEDIA RELATIONS

---

### BACKGROUND

The Director has been delegated the responsibility to ensure positive and effective internal and external communications are developed and maintained. The media are an important vehicle through which the Division keeps its public accurately informed and increases public awareness and support of education. Notwithstanding the above, the Division has an obligation to protect its students and staff from unwelcome intrusions into the operation of its schools.

The news media are welcome to attend regular meetings of the Board and to report items of business to the general public.

### PROCEDURES

1. The Director will ensure that the media are provided with copies of the agenda for regular Board meetings no later than two (2) days in advance of the meeting. Suitable accommodation for the media shall be provided at all regular Board meetings.
2. The Director will make the minutes of regular Board meetings available to the local media.
3. The Director shall approve all information released to the media from Central Office.

Note: Information releases which 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.

4. The Principal shall approve all information released to the media from his/her school. Such information shall be restricted to regular school operations, programs, and activities and are not to be related to controversial or political issues.
5. Representatives of the media may be permitted into the schools for legitimate reporting and promotional purposes. All requests shall be directed to the Director or designate who, in turn, will consult with the Principal.
6. Media representatives shall not be allowed to disrupt the normal operation of a school or a class for the sole purpose of information gathering. This includes the interviewing of Division employees and/or students during regular class times.
7. Media representatives may be asked by the Principal or Director to leave the premises or grounds where it is deemed to be in the best interests of the students and staff to do so.
8. In the event of emergency or crisis interactions, the Director or designate shall determine what information shall be given to the media and by whom.

Reference: Sections 85, 87, 108, 109, 175 Education Act  
Policy 5 – Role of the Board Chair

Date Issued: November 21, 2007