

704.6AP – Media Relations

Purpose

The Superintendent has been given the responsibility to ensure positive internal and external communications are developed and maintained. The news media are an important vehicle through which the district keeps the electorate accurately informed and increases public awareness of education issues. Notwithstanding this, the district has an obligation to protect its students and staff from uninvited intrusions into the operation of its facilities.

Definition

Media: For the purposes of this AP, media is defined as any non-district individual, outlet, publication or online presence that is covering or reporting on a school or district event or issue.

Procedures

1. Information releases may only be issued by persons authorized by the Superintendent.
2. The Superintendent shall approve all district administrative information released to the media.
3. The Superintendent shall designate an appropriate district spokesperson to speak to the media.
4. All media requests shall be directed to the Executive Director of Communications.
 - 4.1. Principals and staff must have approval from the Executive Director of Communications before speaking to the media beyond
 - 4.2. This measure ensures the district is fairly represented given local, regional, provincial and national events and issues. It further builds awareness among media outlets that their first point of contact is the Executive Director of Communications when covering stories of a contentious or sensitive nature.
5. The Executive Director of Communications may contact local media to inform of special events or items of public interest in schools and district programs.
 - 5.1. Principals or staff who would like media coverage for special school events or issues are to contact the Executive Director of Communications.
6. Media representatives shall not be allowed to disrupt the normal operation of District Office, a school, or a class, for the sole purpose of information gathering. This includes interviewing of district staff and/or students during the regular school day.
 - 6.1. Media representatives may be asked by a principal or district staff to leave the premises or grounds if it is deemed to be in the best interests of the students and staff to do so.
 - 6.2. This ensures that schools and district premises remain focused on the delivery of instruction and district business.

Previous AP Number: AP322

Created: 1984.01.11

Amended: 1994.01.26; 2025.06.11