

Administrative Procedures Manual	Administrative Procedure 151
	Media Relations
	APPROVED: September 1, 2013
Page 1 of 1	AMENDED/REVIEWED: January 2025, September 2019
LEGAL REFERENCE:	Section 52, 53, 197, 222, 256 Education Act Freedom of Information and Protection of Privacy Act Policy 4 – Role of the Board Chair

Background

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 Division keeps the electorate accurately informed and increases public awareness of education. Notwithstanding this, the Division has an obligation to monitor and 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 [Board Policy 04 - Role of the Board Chair](#). School division staff are not authorized to speak with the media unless explicitly given permission as per this procedure.
2. The Superintendent shall approve all system-level information released to the media.
3. Principals shall forward all requests received from the media to the Superintendent or designate.
4. The Superintendent or designate may contact local media to issue media releases or provide for coverage of special events happening within the division.
5. The Principal may contact local media to inform the media of special school events. Prior to contacting the media, Principals shall inform the Superintendent or designate.
6. Media representatives are required to contact the school division’s Communications Officer prior to contacting individual schools and/or prior to requesting to interview any division employees and/or students.
7. Media representatives shall not be allowed to disrupt the normal operation of division office, of any school, of any class, or of any other division operations.
8. Media representatives may be asked by the Principal or Division staff to leave the premises or grounds when it is deemed to be in the best interests of students, staff, and school operations to do so.