

## MEDIA RELATIONS

### Background

The Superintendent has been given the responsibility to ensure positive external and internal communications are developed and maintained. The news media are an important vehicle through which the Division keep the electorate accurately informed and increase public awareness of education.

The Division supports the use of media and school-based communication mechanisms to inform the public and obtain feedback regarding Division and school activities.

### Procedures

1. Schools are expected to maintain effective communication with their school community.
2. School principals will communicate the dates of their open houses, graduations, awards, and special events as per the Event protocol AP 160 to the Communications Manager by October 31st of each school year. The dates of these events are to be posted clearly and in a standard location on school websites. Open house dates and details are to be posted in a visible, easy-to-access location on the Division Homepage by January 1 of each school year. Changes to dates will require approval of the Superintendent or designate after October 31 of each school year.
3. Press releases on behalf of the Division shall be issued by the Board chair or the Superintendent as directed by the Board.
4. Board members speaking to the press are expected to reflect accurately the Board's position on issues when speaking on behalf of the Division.
5. Regular school newsletters are to be sent home with students for families with children in school.
6. The Superintendent is authorized to contact media to make press releases, as approved by the Board, or to provide information for coverage of special events.
7. The Principal is authorized to contact the media to provide coverage of special school events.

Reference: Board Procedures Regulation 82/2019, *Education Act*  
Policy 5 – Role of the Board Chair

Revision Dates: February 13, 2019, November 20, 2019