

## AP 150 – MEDIA RELATIONS

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### Background

The Division recognizes the valuable role our local media play in the communication process with our school community members. Our Division also has a responsibility to ensure that the privacy and rights of our students and staff are respected and that information that is being communicated to the media is accurate and reflects the values of our Catholic faith.

### 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.
2. The Director must approve all information released to the media from Division Office.
3. The Principal, in consultation with the Director or designate, shall approve all information released to the media from schools.
4. Media representatives may be allowed in schools at the discretion of the Principal or designate, for legitimate reporting and promotional purposes.
5. 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 staff members and/or students during regular class times.
6. All students involved in such reporting shall have signed Internet and Media Release form (Form 150-1) on file in the school office.
7. If an employee of the Division is approached by the media for comments or information regarding a Board decision, the employee shall explain to the member of the media that all interviews and communications must first be approved by the Director and direct the member of the media to call the Division Office for an appointment.
8. Media representatives may be asked by the Principal or Division staff to leave the premises or grounds where it is deemed to be in the best interests of the students and staff to do so.
9. 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