

MEDIA RELATIONS AND MEDIA RELEASE

Every effort will be made to assist the press and other communications media to obtain complete and adequate information about the programs, planning, and activities of the Division.

In order that school system publicity is given wide coverage and is coordinated into a common effort and purpose, the following procedures will be followed in giving official information to the news media:

1. The Board Chairperson and the Superintendent or designates will be the official spokespersons for the Division.
2. News releases that are of a system-wide or a sensitive nature or pertain to Board policy are the responsibility of the Superintendent who is responsible for the coordination of information to the media.
3. Promoting of school programs and activities at one school are the responsibility of the Principal of that particular school.
4. School employees contacted by the news media may, with the approval of the school administration, respond, but only within the scope of their responsibility and knowledge. Individuals should not attempt to speak for the Division, for other employees, or discuss topics with which they are not familiar or are outside their realm of responsibility.
5. Students and employees may be interviewed during the school day only with the approval of the Principal or Superintendent, and only when, in the judgment of the Principal or the Superintendent, such interviews do not disrupt the educational program and/or the health, safety, welfare, and privacy of students or employees.
6. Media Release – Annually, a parent/guardian of students under the age of majority and students who have reached the age of majority must complete and sign the “Divisional Media Release” form prior to student identification and/or publication being made via the following:
 - Electronic Media – Divisional social media, divisional and non-divisional

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websites, wikis, blogs and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform.

- Print – Print media such as but not limited to; newsletters, newspapers, marketing material and magazine articles.
- Photo – Photographs of students taken by the Division or media for publication through but not limited to print media, video, websites or any other existing or emerging communications platform.
- Video – Video of students taken by the Division or media for publication through but not limited to websites and television.
- Copyright – Student copyright permission and permission to publish a student's work by the Division or media.

Completion of the Divisional Media Release form is required annually to assist in the compliance with FIPPA (Freedom of Information and Protection of Privacy Act), PHIA (Personal Health Information Act), CFS Act (Child and Family Services Act), Child Adoption Act as well as Copyright legislation.

Every possible effort should be made to obtain coverage of school activities that will create and maintain a dignified and responsible image of the Division.

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