



AP 6-902 – MEDIA RELATIONS

BACKGROUND

Western School 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.

PROCEDURES

1. Information releases, which accurately communicate the Division's business to the public, may only be issued by persons authorized by the Board as per [Policy 5 – Board Operations](#) and [Policy 14 – Community Engagement](#).
2. The Board Chairperson or designate speaks for the Board on matters of Board governance and policy. The Superintendent of Schools or designate speaks on operational and administrative matters.
3. The first point of contact for all media requests shall be through the Superintendent.
4. The Principal, in consultation with the Superintendent or designate, shall approve all information released to the media from schools.
5. Media representatives may be allowed in schools at the discretion of the Principal in consultation with the Superintendent of Education, for legitimate reporting and promotional purposes.
6. 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.
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 Superintendent and direct the member of the media to call the Superintendent 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 students and/or staff.
9. In the event of emergency or crisis interactions, the Superintendent or designate shall determine what information shall be provided to the media, and by whom.

Reference: Board Policies 5 and 14

Adopted: August 2015

Revised: December 2021