

Administrative Procedure 150

NEWS 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 keeps the electorate accurately informed and increases public awareness of education.

The Superintendent subscribes to the proposition that press and media representatives should have access to information about school programs as well as access to school system employees to discuss matters in which the employee is directly involved or directly affected.

Authorized or delegated employees may speak on behalf of the Superintendent.

The Superintendent expects employees not delegated to speak on behalf of the Superintendent to be responsible for their statements or opinions by identifying them as personal.

Procedures

1. The Superintendent, or his designates, are authorized to speak to the media about matters affecting the operation of the system or, in the case of designates, about specific areas of responsibility. The Assistant Superintendents are designated as contacts for the media for emergency comment.
2. The media may approach any employee for comment on any matter relating to the school system; however, the employee may reserve the right to make no comment.
3. Employees who choose to make a comment should ensure that comment is in keeping with Northern Lights School Division No. 69 philosophical guidelines if they are speaking as a representative of a school or division site. Employees' opinions or statements should be clearly identified as their own unless they have been designated as spokesman by the Superintendent.
4. Employees are encouraged to maintain positive relationships with the news media. Employees are also encouraged to seek assistance or clarification, if necessary, from the Superintendent or his designate on a matter prior to making a statements.
5. Schools who are forwarding information to news media should be cognizant of all FOIP rules involved with making material available to the media that identifies any person by face or name, and should not send out any information until the appropriate FOIP paperwork is in place.
6. The Superintendent, or his designate, will, at the Superintendent's discretion, create opportunities for school representatives to learn more about how to work effectively with the news media.
7. School regulations require all visitors to report to the School Office. Media persons accessing the schools should be reminded of this regulation.

Reference: Section 60, 61, School Act