

# MEDIA RELATIONS

## Background

The Superintendent has been given the responsibility to ensure positive internal and external 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. Notwithstanding this, the Division has an obligation to protect its students and staff from unwelcome intrusions into the operation of its schools.

## 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 Superintendent shall approve all information released to the media. All media requests received at the school shall be directed to the Superintendent or designate.
3. The Superintendent or designate may contact local media to issue Division or School press releases, or to request coverage of events.
4. The Principal shall notify the Superintendent office of the school's intent to contact local media to request coverage of a school event.
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 employees and/or students during regular class times.
6. Media representatives may be asked by the Principal or designate to leave the premises or grounds where it is deemed to be in the best interests of the students and staff to do so.

Reference: *Education Act*, SA 2012, c E-0.3, ss. 33, 52, 53, 55, 67, 68, 196, 197, 204, 222, 225, 256  
Freedom of Information and Protection of Privacy Act  
EICS Board Policy 5 – Role of the Board Chair