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|  | Chinook's Edge School Division – Administrative Procedure | |
| | AP 1 – 14 Media Relations | |
| Related Policies: | | Initial Approval: 2010 March 30 |
| Related Procedures: | | Last Amended: 2013 February 22 |
| Exhibits: | | Last Reviewed: 2019 November 25 |

PURPOSE

To ensure positive external and internal communications are developed and maintained. The news media are an important vehicle through which the Division may keep the electorate informed and increase public awareness of education.

The Division supports the use of media and school based communication mechanisms to inform the public and obtain feedback regarding Division and school activities.

SCOPE

This procedure applies to all staff.

DEFINITIONS

None

PROCEDURES

1. Schools are expected to maintain effective communication with their school community.
2. Media releases on behalf of the Division shall be issued by the Board Chair or the Superintendent as directed by the Board.
3. Regular school newsletters are to be provided for students for families with children in school.
4. The Superintendent is authorized to contact media to make press releases, as approved by the Board, or to provide information for coverage of special events.
5. The Principal is authorized to contact the media to provide coverage of special school events.

REFERENCE AND LINKS

Education Act

HISTORY

- Updated: 2013 February 22
- Reviewed: 2017 November 27
- Reviewed: 2018 July 03
- Reviewed: 2019 Nov 25