

4585 Media in Schools

Policy 4585

STATUS: **FOR REVIEW**

MEDIA IN SCHOOLS

Approved: November, 1993

Last Revised: June 19, 2013

Description:

The Board recognizes the need for appropriate and full communication and the need for an appropriate process to ensure the interests of students, staff, and education are maintained. The Board of Education directs that the management of communication in schools and at the district level, with all media (i.e. Newspaper, Magazine, Digital, and TV and Radio reporters) be directed to the Superintendent or designate to be approved. All communication shall be undertaken in accordance with Board policy and regulations.

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MEDIA CONTACT AT THE SCHOOL LEVEL:

1. School Principals will obtain approval from the superintendent or designate to allow pictures, or information for publication or broadcast. The work of staff and the learning of students must not be unduly interrupted.
2. The Superintendent or designate shall determine the purpose of media requested interviews.
3. a) Media may not interview students or staff on District property about issues that are:
 - i) before a judicial or quasi judicial body;
 - ii) matters of grievance between the Board and union;
 - iii) confidential to families or relate to student records or discipline;b) Parent or guardian permission must be obtained prior to interviewing students and;
c) Media Consent Forms will be on file, signed by parent or Guardian permitting any photographs or video of students to occur.
4. Interviews relating to personal issues or issues not relating to education shall not take place during hours of operation or on District property, unless specifically approved by the Principal.
5. Media are invited to attend and cover functions for the purpose of reporting to the public. Invitations shall be issued with the Superintendent or designate's approval.
6. Media are invited to contact the Superintendent or designate for information on any issue or for clarification about protocol.
7. In the event of a crisis, media will connect with the Superintendent or designate. The communication process in the SD 59 Peace River South Standardized Emergency Operations Plan (page 24/25), "Responsibilities of the Public Information Officer" will be followed.