

## **4585 Media in Schools**

Policy 4585

STATUS: ADOPTED

---

### *MEDIA IN SCHOOLS*

Approved: November, 1993

Last Revised: June 19, 2013

---

#### Description:

Recognizing the need for appropriate and full communication and recognizing the need for an appropriate process to ensure the interests of education, as well as students and staff are maintained, the Board of Education directs that the management of communication in District schools, with all media (i.e. Newspaper, Magazine, TV and Radio reporters) be delegated to the Principal. All communication shall be undertaken in accordance with Board policy and regulations.

*MEDIA IN SCHOOLS*

Approved: November, 1993

Last Revised: June 19, 2013

---

Description:

**MEDIA CONTACT AT THE SCHOOL LEVEL:**

1. School Principals shall establish a procedure in keeping with this policy determining the process by which media personnel obtain pictures, or information for publication or broadcast. The work of staff and the learning of students must not be unduly interrupted.
2. The Principal 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. Invitation shall be issued with the Principal's approval.
6. Media are invited to contact the Board's Media Relations Officer for information on any issue or for clarification about protocol.