

BOARD ADMINISTRATIVE PROCEDURE	
ADMINISTRATIVE PROCEDURE <b>Media Relations</b>	ADMINISTRATIVE PROCEDURE NUMBER <b>1103</b>
Directional Policy <b>1100 – Communications</b>	

**TITLE OF ADMINISTRATIVE PROCEDURE:**

Media Relations

**DATE APPROVED:**

May 2021

**PROJECTED REVIEW DATE:**

May 2026

**DIRECTIONAL POLICY ALIGNMENT:**

The Media Relations Administrative Procedure aligns with *Directional Policy 1100 - Communications* by supporting the Board's commitment to provide accurate, clear, timely and accessible communication regarding programs, services, events and activities.

**ALIGNMENT WITH MULTI-YEAR STRATEGIC PLAN:**

The Media Relations Administrative Procedure outlines the Board's commitment to maintain positive and proactive media relations, which assists the Board in the implementation and promotion of its vision and strategic priorities.



## Strategic Priorities 2017-2020

### Vision

Achieving Excellence in Catholic Education  
LEARN • LEAD • SERVE

### Mission

To educate students in faith-filled, safe, inclusive Catholic learning communities by nurturing the mind, body and spirit of all.

### LEARN

Achieve excellence in instruction and assessment to enable all students to become reflective, self-directed, lifelong learners.

### LEAD

Foster critical thinking, creativity, collaboration, and communication, to enable all students to realize their God-given potential.

### SERVE

Inspire engagement and commitment to stewardship for creation to enable all students to become caring and responsible citizens.

## GUIDELINES:

The Peterborough Victoria Northumberland and Clarington (PVNC) Catholic District School Board recognizes the important role the media plays in providing timely and important information to the communities the Board serves.

The Board values its relationship with the media and is committed to maintaining proactive and positive media relations with the local and provincial media.

The Board understands the deadline-orientated environment in which the media operates and is committed to providing timely and accurate responses to media inquiries.

The Director of Education, the Chairperson of the Board and the Communications Manager are the only roles approved to serve as spokespersons for the Board.

The Director of Education and Communications Manager shall approve and/or designate other Board spokespersons on a case-by-case basis as appropriate.

All media inquiries concerning Board operations are to be directed to Communication Services.

All release of information to the media will be subject to the Municipal Freedom of Information and Protection of Privacy Act, the Education Act, Board policies and all other pertinent acts and regulations.

## **RESPONSIBILITIES:**

### **The Chair of the Board is responsible for:**

- Acting as Board spokesperson on issues that fall under Board of Trustees' responsibilities

### **Trustees are responsible for:**

- Ensuring alignment of this administrative procedure with the Communications Directional Policy
- Reviewing the Media Relations Administrative Procedure as part of its regular policy and procedure review cycle
- Responding to media inquiries with respect to issues local to the area represented by the trustee or matters of personal opinion in accordance with the spirit of the [Trustee Code of Conduct](#)

### **The Director of Education is responsible for:**

- Designating resources for ensuring the implementation of and compliance with this Administrative Procedure
- Acting as Board spokesperson on issues concerning Board operations
- Delegating Board staff to respond to the media on behalf of the Board as appropriate
- Approving Board-issued media releases and communications as appropriate

### **Superintendents and managers are responsible for:**

- Ensuring any employee for whom they have supervisory responsibility are compliant with the requirements under this Administrative Procedure
- At the direction of the Director of Education, responding to the media on areas that fall under their responsibility and/or expertise
- Assisting Communication Services in providing timely and accurate responses to the media

### **The Communications Manager is responsible for:**

- Acting as Board spokesperson at the approval of the Director of Education

**Communication Services is responsible for:**

- Preparing and distributing all system-level media releases and communications
- Providing timely and accurate responses to media inquiries
- Maintaining proactive and positive media relations with local and regional media
- Providing media relations support to schools
- Identifying opportunities to engage media in Board and school activities
- Liaising with media at Board-wide or system-level media events

**School Principals are responsible for:**

- Acting as spokesperson for their individual school
- Assisting Communication Services in providing timely and accurate responses to the media
- Notifying Communication Services about school-level media opportunities or high-profile events occurring at the school
- Maintaining positive relations with local media, facilitating positive media coverage about staff and student activities and inviting media to school-level events as part of school promotion
- Deferring media requests about controversial issues, provincial or system-level education issues, or any issues that may result in negative media coverage to the Communications Manager
- Informing the Communications Manager about school-level issues that may cause negative media coverage or pose a public relations issue to the Board
- Ensuring all students who participate in media activities at the school or Board have the appropriate media consents

**Classroom teachers and school staff are responsible for:**

- Obtaining principal permission for any proposed media activity in the school
- Ensuring all students in their classroom have the appropriate consent to participate in school-level media activities

**Coaches/conveners are responsible for:**

- Providing responses to the media about general team-level or gameday questions, while deferring all other media questions to the school principal and/or Communication Services
- Ensuring all students on their team have the appropriate consent before participating in school- and Board-level media activities

**Members of the media are responsible:**

- Obtaining permission from the school principal before attending/entering school property
- Obtaining permission from the school principal to conduct interviews on school property with students or staff, to take photographs or record video or audio of students or staff, and using due diligence to ensure that all students have the appropriate media consents before capturing footage of any students on school property

**PROGRESS INDICATORS:**

- Regular news monitoring of local and provincial media coverage

**DEFINITIONS:**

**Media**

Media is the term used to generally describe journalism outlets which may have an interest in reporting on school board operations. Media roles are increasingly fluid and dynamic and may include traditional news outlets such as radio, TV, newspapers and news magazines and/or online news sites, blogs, vlogs, podcasts and social media platforms.

**REFERENCES:**

- [Municipal Freedom of Information and Protection of Privacy Act](#)
- [Education Act](#)

**RESOURCES:**

- [Social Media Guidelines for Employees](#)