



Peterborough Victoria
Northumberland and Clarington
Catholic District School Board

| ADMINISTRATIVE PROCEDURES | |
|--|------------------------------------|
| <i>Administrative Procedure Section</i> PUBLIC RELATIONS/ COMMUNICATIONS | <i>Policy Number</i> 712 |
| <i>Administrative Procedure Number</i> AP-PRC-712 | <i>Page</i> 1 of 6 |

ADMINISTRATIVE PROCEDURE TITLE

Media Relations

1.0 ADMINISTRATIVE PROCEDURE

1.1 ROLES

- (a) The Chairperson of the Board, Director of Education, and Manager of Communications will be the designated media representatives for the Board.
- (b) Any employees, trustees, volunteers, or parties other than Board designated media representatives who deal with Board matters in the media will be approved to do so by the Director of Education or Manager of Communications.
- (c) All managers/principals will have the responsibility to ensure that staff are fully aware of the policy on media relations.

1.2 CORPORATE SUPPORT FOR MEDIA RELATIONS

- (a) Communication Services will be responsible for media relations as part of its portfolio and will be accountable directly to the Director of Education. The department will:
 - foster a Board culture of openness and transparency, manage the reputation of the Board, and link the organization to internal and external stakeholders;
 - act as a source of expert knowledge and support for all staff on media relations with the local, regional, and national media organizations.

1.3 MEDIA ENQUIRIES

- (a) During normal office hours, all enquiries from the news media will be referred in the first instance to Communication Services.
- (b) The Manager of Communications will advise the Director of Education of all media enquiries and any received outside normal working hours.
- (c) If approached by the media, Board office staff will not answer any questions on behalf of the Board but will confirm that a member of Communication Services will get back to them as soon as possible. Contact details should be taken and given to Communication Services immediately. The only exception to this is that there may be occasions when it is appropriate for the Director of Education to speak directly to the media. If this is the case, the Director will advise the Manager of Communications immediately that he or she has done so.
- (d) The Director of Education or Manager of Communications will identify a spokesperson for the Board on a case-by-case basis. Other than the Director of Education and the Chairperson of the Board, the identified spokesperson will be the only authorized point of contact with the media - any other contact with the media by other staff is unauthorized and will be treated as such by the Board.
- (e) Communication Services will maintain an up-to-date list of all staff, to include their contact numbers, who have received appropriate media training.
- (f) Board staff will not speak to the media 'off the record'. The only exception to this will be the Manager of Communications who, in certain circumstances, will be required to speak to the media 'off the record'.
- (g) All staff will ensure they are available as a matter of urgency should information be required by Communication Services for the news media. This includes staff who have not been media trained as they will be required to give information for written media releases.

- (h) All media statements will be approved by the Director of Education and/or Manager of Communications, or, if appropriate, the Board Chairperson. Statements will be issued from Communication Services, giving a contact name for any further enquires. In most cases, this will be the Manager of Communications.
- (i) A record will be kept of all media enquiries in Communication Services.
- (j) Media representatives (newspaper or broadcasting) will not be allowed access to the Board or school premises without the permission of the Director of Education, Manager of Communications, and/or principal or designate.
- (k) Authorized media representatives will be expected to sign-in and produce proof of identify (i.e. a valid press card), if requested, when visiting the Board or school premises.

1.4 NEWS RELEASES

- (a) Maximizing the opportunities for media coverage of the programs, services, and activities of the Board involves every member of staff. Staff will be alert to possible stories and subjects for articles and will advise Communication Services about them as soon as possible.
- (b) All news releases from the Board will be planned, co-ordinated, and released through Communication Services. The content will be cleared with the relevant supervisor, if appropriate, prior to release. Communication Services will provide advice and support for media briefings and interviews to approved media representatives.
- (c) All news releases that refer to our partner organizations will not be issued until the approval of the content has been confirmed with Communication Services.
- (d) Principals or their designate may communicate with the media regarding 'Good News' stories. All other issues involving the media will be directed to the Manager of Communications.

- (e) Communication Services will maintain a list of media representatives and will advise on preferred editorial formats or house styles, and copy deadlines.
- (f) Communication Services will monitor media coverage and will hold copies of newspaper cuttings for reference and archival selection.
- (g) All staff will be required to meet their obligations with regard to student and stakeholder confidentiality at all times when dealing with media issues.

1.5 CRITICAL INCIDENTS

- (a) The Board is required to inform the Ministry of Education of any serious incident that occurs within the Board that is likely to involve media attention.
- (b) Every critical incident will be reported in accordance with the Board's Emergency Response Plan on the Critical Incident Media Form. The Manager of Communications will be consulted in terms of the content for the media.

1.6 MAJOR INCIDENTS OR OUTBREAKS

Staff will be required to follow the Emergency Response Plan, Nuclear Response Plan, Records Disaster Recovery Plan, or Pandemic Plan regarding the role of Communications in the event of a major incident. Special arrangements for liaising with the media are detailed in the plans.

1.7 OUT OF HOURS ENQUIRIES

- (a) The Peterborough Victoria Northumberland and Clarington Catholic District School Board does not provide a full (24/7) out of hours media service. This means that Communications staff are generally available to deal with media enquiries Monday to Friday; 8:30 a.m. to 4:00 p.m. (not including holidays).
- (b) Out of hours media enquiries will be routed to the Manager of Communications who, if appropriate, will contact the Director of Education. On occasion it may be necessary for Communication Services to contact nominated staff and/or trustees out of hours if an urgent reaction to a significant media story is required. The Manager of Communications will instigate this action.

1.8 RIGHTS OF UNION STAFF

- (a) This Policy will not restrict the right of elected recognized PVNC Board union staff representatives to express their views through or to the media directly.
- (b) Elected union staff representatives will be fully entitled to make comments on behalf of their staff union. They will not make comments on behalf of or represent the Board.

1.9 TRAINING

All designated staff and trustees who deal with the media shall have media training, as budget is available, and Communication Services' support when working with the media.

2.0 TERMS AND DEFINITIONS

2.1 HOUSE STYLE

House style refers to the style that is characteristic of a particular organization, e.g. a newspaper article written in the house style will use the particular language, structure, layout, etc. usually used by that publication.

3.0 REFERENCES/RELATED DOCUMENTS

Media Relations Protocol
Working with the Media - Training Package

4.0 RELATED ADMINISTRATIVE PROCEDURES

AP-FOI-308, Municipal Freedom of Information and Protection of Privacy

5.0 RELATED FORMS

Critical Incident Media Form
News Release Template Form

6.0 ADMINISTRATIVE PROCEDURE REVIEW DATE

March 2017

7.0 APPROVED BY BOARD

March 27, 2012

8.0 EFFECTIVE DATE

March 27, 2012

9.0 REVIEW BY

Communication Services

10.0 LAST REVISION DATE