



Peterborough Victoria
Northumberland and Clarington
Catholic District School Board

| BOARD POLICY | |
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| <i>Policy Section</i> PUBLIC RELATIONS/ COMMUNICATIONS | <i>Policy Number</i> 712 |
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POLICY TITLE

Media Relations

1.0 PURPOSE

The Peterborough Victoria Northumberland and Clarington Catholic District School Board is committed to open government and recognizes the value of the media in the Board's mission of communicating to the public about Board programs, services, and priorities. The Board values the media as one of its key partners in communication and shall forge strong professional links with local, regional, and national media.

2.0 POLICY

It is the policy of the Peterborough Victoria Northumberland and Clarington Catholic District School Board to dialogue with the media as a means to facilitate information to our communities on matters of public and shared interest.

3.0 GUIDELINES

- 3.1 This Policy shall apply to all media, including print, broadcast media, online, and social media.
- 3.2 The Board shall make a priority of maintaining proactive, positive working relationships and strong professional links with local, regional, and national media.
- 3.3 The Board shall ensure that all communications with media are concise, timely, clear and unambiguous at all times.

- 3.4 The Board shall provide information to the media about matters to which they have a concern. However, the duty of care and protection of a student, staff, and/or stakeholder's right to privacy, dignity, and confidentiality shall come first except in the case where a physical threat to persons exists.
- 3.5 Media contact shall not detract from the primary purpose of student education and the Board's duty of care shall not be detrimentally affected by media activity.
- 3.6 All media enquiries and media releases shall be handled by Communication Services as the one central point of contact to ensure that information is distributed centrally to the media in a clear, concise, and corporate way.
- 3.7 The Director of Education and the Chairperson of the Board shall act as spokespersons to the public on behalf of the Board, unless otherwise determined by the Board.
- 3.8 Individual trustees may comment to the media when asked about matters related to local issues in the area represented by the trustee or matters of personal opinion in accordance with the spirit of the Trustee Code of Conduct.
- 3.9 The Director of Education and Manager of Communications shall approve and/or designate other Board media spokespersons on a case-by-case basis as appropriate.
- 3.10 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.

4.0 TERMS AND DEFINITIONS

4.1 NEWS MEDIA

News media is the term used to describe an individual employed by a radio or television station, newspaper, newsmagazine, periodical, or news agency to gather and report on a newsworthy event. Included in this definition are print media (newspapers, magazines), broadcast media (radio stations, television stations, television networks), and often Internet-based media (World Wide Web pages, weblogs).

5.0 REFERENCES/RELATED DOCUMENTS

Media Relations Protocol
Working with the Media - Training Package

6.0 RELATED POLICIES

Policy 308, Municipal Freedom of Information and Protection of Privacy

7.0 RELATED FORMS

News Release Template

8.0 APPROVED BY BOARD

March 27, 2012

9.0 EFFECTIVE DATE

March 27, 2012

10.0 POLICY REVIEW DATE

March 2017

11.0 REVIEW BY

Communication Services