



## 502BP Media & Public Relations

**APPROVED:** 2013.06.19 (2004.04.21)

**AMENDED:**

**REVIEWED:**

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**CROSS REFERENCE:**

- [502.1AP Media & Public Relations](#)
- [502.2AP Crisis Communication Admin Procedures](#)

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**POLICY STATEMENT:**

The Board is committed to creating an open, honest, consistent and professional environment for working with the media and the public.

**GUIDING PRINCIPLES:**

1. The Board Chair and the Superintendent or designate are the primary spokespersons for the division.
2. The Principal or designate is the primary spokesperson on all matters specific to the school.
3. In times of crisis or disaster, all staff are responsible for following the procedures outlined in the 502.2AP Crisis Communication Admin Procedures