



502.1AP Media & Public Relations

APPROVED: 2013.06.19 (2004.04.21)

AMENDED:

REVIEWED:

CROSSING REFERENCE:

- [502BP Media & Public Relations](#)
- [502.2AP Crisis Communication Admin Procedures](#)
- [101BP Board Operations](#)

PROCEDURES:

1. As official spokesperson for the Board of Trustees, the Board Chairman or designate shall: a. release all statements concerning Board activities or issues; and b. direct the preparation of news releases or statements as required.
2. The Superintendent shall:
 - a. release all statements concerning the school system, activities or issues; and
 - b. direct the preparation of news releases or statements as required.
3. The Executive Assistant to the Superintendent shall:
 - a. provide advice on media relations matters;
 - b. prepare material such as statements, news releases and background material required by the Board Chairman or Superintendent; and
 - c. distribute these materials after approval by the Chairman and/or the Superintendent.
4. The Board Chair and/or the Superintendent must approve all system news releases.
5. The Principal shall:
 - a. be responsible for any school media contact;
 - b. consult with the Superintendent regarding the release of sensitive or controversial information;
 - c. notify the local trustee of any pending media events at the school;
 - d. provide guidance and direction to staff members who may be contacted by the media.
6. Public service materials (print or audio/visual) released to the media may be

used in divisional communications