

KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

ADMINISTRATIVE REGULATION

Regulation Name: Media Relations
Section: Board and Community

Regulation Code: B-5.2.1
Policy Code Reference B-5.2

Established: June 14, 1999

Revised or

Reviewed: October 25, 2012, October 27, 2016, June 19, 2023

1. OBJECTIVE

This administrative regulation is written in accordance with the guiding principles in Board Policy B5.2, Media Relations, supporting the Board's commitment to positive media relations and provides guidance and direction on its media practices.

2. DEFINITIONS

Administrative Regulation

A document issued through the Director of Education, governing the implementation of a Board policy or required to coordinate and control certain aspects of system operations.

Board

The corporate Board which maintains the daily operation of the system; Kawartha Pine Ridge District School Board; a reference specifically pertaining to Kawartha Pine Ridge District School Board as a legal

5. PROCEDURE

5.1 General Media Relations Procedures

- 5.1.1 All release of information 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.
- 5.1.2 All media inquiries requesting administrative or point response related to systemlevel issues will be directed to Corporate Affairs.
- 5.1.3 Corporate Affairs will, in turn, obtain further information from the reporter as to information being sought, and refer the matter to the appropriate superintendent, Director of Education or the Board Chairperson for response. Where appropriate, a member of the Corporate Affairs and Communications Department may be designated by these individuals to act as media spokesperson.
- 5.1.4 All Board spokespersons will endeavor to respond to media inquiries within three hours of the inquiry being received. If that is not possible, Corporate Affairs will be notified as soon as possible, and will assist in identifying and providing an appropriate, immediate, interim response to the reporter.
- 5.1.5 All systemlevel media releases will be prepared and distributed by Corporate Affairs and approved by the appropriate superintendent, Director of Education, or Board Chairperson.
- 5.1.6 Media releases prepared and distributed by Corporate Affairs shall be distributed electronically to staff, as appropriate.
- 5.1.7 The media may enter school property with the permission of the school principal and/or family of schools superintendent. Permission to conduct interviews, to take photos or record video or audio tapes must be obtained from the school principal and, where necessary, the parent(s)/ guardian(s), or the student if 18 years of age or older.
- 5.1.8 Employees, on the approval of their principalsuperintendent, in collaboration with Corporate Affairs, may approach and provide information to the media highlighting school or Board communications activities, and assist in distributing to the media school produced news releases.
- 5.1.9 School administrators should consult Corporate Affairs, and the appropriate superintendent, for guidance on issuing news releases and responding to media inquiries.

5.1.10 Notification to the media of transportation changes during inclement weather shall be in conformance with Administrative Regulation B20.1, Inclement Weather. The bus operator shall inform the appropriate radio station(s) should a decision be made to cancel an individual bus route or all routes for a particular area. Student Transportation Services of Central Ontario will notify radio station(s) should all routes within a region, or across the entire Board, be cancelled. Boardwide cancellation notifications will also be shared through the Board's social media channels.

5.2 Response to Media in Crisis Situations

5.2.1 Where system

- 5.2.5 In all cases where police are involved, questions related to the police investigation will be referred to the police. The identified school or Board spokesperson will answer questions on Board or school response in similar circumstances, or, if appropriate and without divulging confidential information, in the specific circumstance.