




The Edmonton Catholic Separate School District No. 7 strives to foster quality relationships with the media and to establish a climate of communication that is open, ethical, credible and professional.

Definition:

Distribution strategies include decisions regarding both the mechanisms (e-mail, phone call, news conference, etc.) used to disseminate information to the media network (local and national radio, TV, neighbourhood publications, etc.).

Reference: Board Governance Policy EL#1, EL#3	Approved: 
	Date Approved: April 3, 2000
Cross-reference: AP 403	Date(s) Revised: June 27, 2003; June 17, 2008