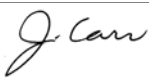




Administrative Regulation 402

To maximize our media opportunities and to enhance the position of the district, schools, and business units the following guidelines shall apply to district operations:

1. Communications with major local, regional, national or international media is the responsibility of Community Relations Services.
2. All news releases must be cleared through Community Relations Services prior to release. However, this excludes school events specific to one school and not impacting any other segment of the district's operations, e.g. a school art show. A copy of any school news release is to be shared with Community Relations Services.
3. All news releases or other forms of media communication regarding any district operation, including school issued, must be accurate, complete, and timely.
4. Print news material must be written in accordance with CP style (Canadian Press style).
5. Community Relations Services will assist with distribution information. All distribution strategies must be cleared with Community Relations Services, which reserves the right to make final decisions regarding such strategies.
6. Community Relations Services will plan and implement all major media announcements and news conferences.
7. Community Relations Services will manage and monitor all major media interviews. In all such instances Community Relations Services must be the point of contact for the media and must make a recommendation as to whether or not an interview should be granted.
8. Community Relations Services will route all media inquiries to the appropriate spokesperson. Only individuals designated as official corporate spokespersons may serve as a spokesperson for the district. The following individuals are designated as official corporate spokespersons:
 - a. board chairperson - addresses board policies and decisions.
 - b. superintendent - addresses administrative policies and actions.
 - c. Media and Public Relations Manager, Community Relations Services
 - d. expert or specialist designated by Community Relations Services.

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