



BOARD POLICY MANUAL	
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Policy Section Support	Identification SUP-3002

MEDIA POLICY

- The school principal is the school's spokesperson and, as such, is responsible for all communication with the media. If the principal is not available, a designated vice-principal or school board chairperson will assume this role.
- All requests for information must be referred to the school's media spokesperson.
- No one is required to be interviewed by the media; if the media wants to interview a teacher, the teacher's permission and the principal's permission must be obtained.
- The principal has the right to deny the press interviews with staff on the school premises; staff have the right to deny an interview with the media at any time or place.
- If the media arrives uninvited, they will be escorted to the principal's office and the ground rules concerning interviewing staff and students and disrupting school routines will be explained.
- The media will not be allowed access to students or to roam hallways or the grounds of the school.
- Normally, the principal will decline any attempts by the media to interview students. If it seems appropriate for a student to speak to the press, parental permission must be obtained in writing. The decision to allow a student on camera should be very carefully considered, weighing all the consequences.
- If a press conference is called, a pressroom will be set up at a site away from the scene of the incident (e.g. local church or office board room).
- Members of the media will be contacted by phone or fax to inform them of the press conference.
- During the press conference, the principal will read the prepared statement and state when further information will be available.
- Copies of the press release will be made available to all media personnel.
- The name of a young person (as defined by the *Young Offenders Act*) who is alleged to have committed an offence or of a young person who is a victim or witness will not be released to the press unless the school is authorized to do so by the police.
- If there is the possibility of a criminal investigation, a police spokesperson will be responsible for releasing the details of the incident.