

Living Sky School Division No. 202

Administrative Procedure (AP) Manual



Procedure Name: Media Relations			
Procedure Type:	Division Administration	Implementation Date:	FEB 14, 2018
Procedure Number:	3.08	Last Approval Date:	OCT 30, 2024
AP Owner:	PR/Advancement Specialist	Last Reviewed:	OCT 30, 2024
Legal Reference(s):	<i>Local Authority Freedom of Information and Protection of Privacy Act L-27.1</i>		

Background

Living Sky School Division (LSKYSD) recognizes the valuable role the media plays in informing the public about our schools, programs, initiatives, and board decisions. The division also has an obligation to protect division students, staff, and board trustees from unwelcome intrusions into the operation of its schools and to ensure privacy legislation is not contravened by any members of the media.

Scope

The purpose of this procedure is to outline proper processes for handling media requests. It applies to all LSKYSD students, staff, board trustees and members of the media.

Definitions

Emergency/Crisis Situation: Any situation that requires school safety protocols to be enacted.

Procedures

1. The director of education or designate shall approve all information released to the media from the division.
2. Representatives of the media may, on occasion, be permitted into the schools for legitimate reporting and promotional purposes. This is at the discretion of the principal in consultation with the PR/advancement specialist.
 - a) Media representatives shall not be allowed to disrupt the normal operation of a school or a class for the sole purpose of information gathering. This includes the interviewing of employees and/or students of LSKYSD during regular class times.
 - b) All requests outlined above shall be directed to central services for approval by the director of education or PR/advancement specialist.
 - c) Media representatives may be asked by the principal or any other staff member of LSKYSD to leave the building or grounds where it is deemed to be in the best interests of the students and staff to do so. Media representatives are not allowed to access school property and film, photograph or interview students or staff members without permission.
3. All students and staff featured in media coverage must have a signed release form on file at the school or central services.
4. In the event of emergency or crisis situation, the director of education or designate shall determine what information shall be given to the media, and by whom.



5. If a member of the media approaches an employee of LSKYSD for an interview or comments pertaining to their work with the division, the employee shall explain to the reporter that all media requests need to be made through the PR/advancement specialist. The PR/advancement specialist shall determine, in consultation with the director of education, the most appropriate person to respond to the interview request.
6. The division is governed by the provisions of the Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP) in the determination of appropriately sharing information.

Related

4.40 Informed Consent

4.40A Informed Consent Form – Students

4.40B Informed Consent Form – Staff

Safe Schools Handbook (*internal document*)