

ADMINISTRATIVE PROCEDURE

General Administration

Media Relations

GEN #24

Revised: October 2022

Background

The Superintendent has been given the responsibility of ensuring positive internal and external communications are developed and maintained. The news media are an important vehicle through which Christ The Redeemer (CTR) Catholic Schools keeps the electorate accurately informed and increases public awareness of education. Notwithstanding this, CTR has an obligation to protect its students and staff from unwelcome intrusions into the operation of its schools.

Procedures

1. Information releases, which accurately communicate the Board's business to the public and which may have potential political implications, may only be issued by persons authorized by the Board as per the Board's [Role of the Board Chair Policy](#).
2. The Superintendent shall approve all administrative information released to the media.
3. All media requests received at a school shall be directed to the Director of Communications.
 - 3.1 If staff are approached by the media, inquiries must be directed to the principal, who must contact the Director of Communications.
 - 3.2 This measure ensures CTR is fairly represented given local, regional, provincial, and national events and issues. It further builds awareness among media outlets that their first point of contact is the Director of Communications.
4. The Director of Communications or designate may contact local media to request coverage of special events.
 - 4.1 Principals wishing to gain coverage for special school events are to contact the Director of Communications.
 - 4.2 Trained Communication Leads at each school have the ability to contact the local media for positive news stories and events with approval from the Director of Communications.
5. Media representatives shall not be allowed to disrupt the normal operation of division offices, a school, or a class for the sole purpose of information gathering. This includes the interviewing of CTR employees or students during the regular school day, unless prearranged by the Director of Communications in consultation with school administration.
6. Media representatives may be asked by the principal or division staff to leave the premises or grounds where it is deemed to be in the best interests of the students and staff to do so.