

150 COMMUNICATIONS AND MEDIA RELATIONS

Background

It is understood that the operations and activities of Canadian Rockies School Division are of interest and concern to the residents served and to the public at large. The Division must develop and maintain effective communications between itself, the schools, the parents, and the community. All stakeholders are to be kept fully informed on Division decisions, policies, procedures and programs.

The Superintendent has been given the responsibility to ensure positive external and internal communications are developed and maintained.

The news media are an important vehicle through which the Division can inform the public and increase public awareness of education.

The media has a right to public information relative to Board decisions and the operation of the system as a whole.

Cooperation with the media in a cordial and positive manner will enhance understanding and public support for education.

Procedures

1. The Superintendent shall promote an effective Communication Plan which encourages:
 - a. Student learning;
 - b. Recognition and reporting of student achievement and success;
 - c. Accurate, timely information about budget, policies, procedures, programs, achievements, decisions, and critical issues;
 - d. Understanding of decisions and actions;
 - e. Building of credibility and trust, and elimination of rumours and misinformation;
 - f. Promotion of public interest and participation in the Division;
 - g. Programs and practices designed to provide an open climate which will elicit ideas, suggestions, and reactions from the community and employees alike;

- h. An effective working relationship with the news media; and
 - i. Sensitivity to public attitudes towards Division activities
2. Only the Board Chair and Superintendent are authorized by the Board to contact or respond to the media on behalf of the Division.
 3. To facilitate the flow of information to staff and the public in a positive manner, the Superintendent shall issue a Board Highlights or media release following each Board meeting.
 4. Periodic news releases to the media dealing with major accomplishments or long-term planning are encouraged and shall be approved by the Superintendent prior to being issued.
 5. Public Relations statements or invitations for the media to attend public events, enhancing the public image of the school, may be dealt with at the school level.
 6. Media requests to attend school or Division events should be authorized by the Superintendent.

References

Section 33,52,53,55,67,68,196,197,204,222,225,256 Education Act
Freedom of Information and Protection of Privacy Act

History

Developed: August 2003
Amended: January 2020