

## **MEDIA RELEASES**

### **GOVERNANCE POLICY**

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##### **1.0 PRINCIPLES**

The South Shore Regional School Board (SSRSB) believes that the official spokespersons for the SSRSB are the School Board Chair and the Superintendent of Schools and/or his/her designate.

##### **2.0 POLICY FRAMEWORK**

This policy complies with the Education Act and other related provincial acts and policies.

##### **3.0 AUTHORIZATION**

- 3.1. It is the responsibility of the Superintendent to ensure that this policy and its procedures are implemented.
- 3.2. The Superintendent is authorized to issue procedures in support of this policy.

## **MEDIA RELEASES**

### **ADMINISTRATIVE PROCEDURES**

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#### **1.0 PROCEDURES**

#### **2.0 RESPONSIBILITIES**

#### **1.0 PROCEDURES**

- 1.1. An official release to the media shall be a written document approved by the School Board Chair and/or the Superintendent of Schools.
- 1.2. Media releases are developed by the Superintendent's Office Staff in conjunction with the Chair of the School Board and/or the Superintendent of Schools, as appropriate.
- 1.3. Media releases and SSRSB statements are circulated to members of the media by the Superintendent's Office Staff, the Chair of the School Board, or the Superintendent of Schools.
- 1.4. School Board staff is encouraged to direct questions from the media, regarding School Board decisions, to the School Board Chair, the Superintendent of Schools or his/her designate.
- 1.5. School Principals may release information regarding activities at their school(s) to the press. Principals may request assistance from the Superintendent's Office Staff prior to releasing any information, or to prepare media releases and statements.
- 1.6. Only statements from the School Board Chair shall be considered official statements of the Governing School Board.

#### **2.0 RESPONSIBILITIES**

It shall be the responsibility of the Superintendent to ensure these administrative procedures are followed.