



KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

POLICY STATEMENT

Policy Name: Media Relations
Section: Board and Community

Policy Code: B-5.2

Established: February 11, 1999

Revised or

Reviewed: November 2004, October 23, 2008, October 25, 2012, October 27, 2016,
October 25, 2022

1. POLICY STATEMENT

The Kawartha Pine Ridge District School Board recognizes the importance of, and is committed to, effective internal and external communications.

2. OBJECTIVE

This policy outlines the Board's commitment to positive media relations and provides guidance and direction on its media practices.

3. DEFINITIONS

AODA
Accessibility for Ontarians with Disabilities Act

4. APPLICATION

This policy applies to employees and representatives of the Board in their interaction with media.

5. RESPONSIBILITY

The Communications and Corporate Affairs area is responsible for the guidelines and directives within this policy developed to inform positive media interactions.

6. POLICY

6.1 All communications within the Board, with communities and with the media are based on the following principles.

- Information is provided openly, honestly and with integrity, and reflects the Mission, Vision and Values of the Kawartha Pine Ridge District School Board.
- Communications are timely, to ensure individuals and groups have access to relevant information as promptly as possible.

- Release of information complies with legislation including the Freedom of Information and Protection of Privacy Act and the Education Act.
- Communications are barrier-free and accessible in accordance with the AODA. Upon request from members of the media, the Board endeavors to provide or arrange for the provision of accessible formats and communication supports or arrange for the provision of a comparable resource for persons with disabilities.
- Communications are culturally sensitive, inclusive and responsive to the diverse information needs of stakeholders. Upon request from members of the media, the Board endeavors to provide translation of written materials, to help prevent miscommunication and/or cultural disconnect.
- Communications are accurate and free from error.
- Communications are prepared with sensitivity to language, tone and appropriateness of the message.

6.2 The Board co-operates with and assists members of the media in communicating with the community.

6.3 Individual trustees may exercise their right and responsibility to speak in their own name on issues which are, or have been, publicly before the Board. No trustee shall, however, present an opinion as the position of the Board unless the opinion is supported by a Board resolution or the trustee has been otherwise authorized to speak on behalf of the Board.

7. RELATED POLICIES, ADMINISTRATIVE REGULATIONS OR PROCEDURAL DOCUMENTS

Administrative Regulations:

[B-5.2.1, Media Relations](#)

8. REFERENCE DOCUMENTS

Legislation:

Accessibility for Ontarians with Disabilities Act

Education Act

Freedom of Information and Protection of Privacy Act