



KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

ADMINISTRATIVE REGULATION

Regulation Name: Media Relations
Section: Board and Community

Regulation Code: B-5.2.1
Policy Code Reference: B-5.2

Established: June 14, 1999
Revised or
Reviewed: October 25, 2012; October 27, 2016; June 19, 2023

1. OBJECTIVE

This administrative regulation is written in accordance with the guiding principles in Board Policy B-5.2, Media Relations, supports the Board's commitment to positive media relations and provides guidance and direction on its media practices.

2. DEFINITIONS

Administrative Regulation

A document issued through the Director of Education, governing the implementation of a Board policy or required to coordinate and control certain aspects of system operations.

Board

The corporate Board which maintains the daily operation of the system; Kawartha Pine Ridge District School Board; a reference specifically pertaining to Kawartha Pine Ridge District School Board as a legal entity; also referred to as KPR or KPRDSB.

Media

Representatives of broadcast, print or digital communications and publications who may contact the Board for information or statements on issues.

Policy

A statement of intent, governing principle or end result, adopted by the Board of Trustees in open public session; it is intended to articulate what must be done, the rationale for it and a framework for the system.

3. APPLICATION

This administrative regulation applies to employees and representatives of the Board in their interactions with media.

4. RESPONSIBILITY

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

5. PROCEDURE**5.1 General Media Relations Procedures**

- 5.1.1 All release of information will be subject to the Municipal Freedom of Information and Protection of Privacy Act, the Education Act, Board policies, and all other pertinent acts and regulations.
- 5.1.2 All media inquiries requesting administrative or political response related to system-level issues will be directed to Corporate Affairs.
- 5.1.3 Corporate Affairs will, in turn, obtain further information from the reporter as to information being sought, and refer the matter to the appropriate superintendent, Director of Education or the Board Chairperson for response. Where appropriate, a member of the Corporate Affairs and Communications department may be designated by these individuals to act as media spokesperson.
- 5.1.4 All Board spokespersons will endeavour to respond to media inquiries within three hours of the inquiry being received. If that is not possible, Corporate Affairs will be notified as soon as possible, and will assist in identifying and providing an appropriate, immediate, interim response to the reporter.
- 5.1.5 All system-level media releases will be prepared and distributed by Corporate Affairs and approved by the appropriate superintendent, Director of Education, or Board Chairperson.
- 5.1.6 Media releases prepared and distributed by Corporate Affairs shall be distributed electronically to staff, as appropriate.
- 5.1.7 The media may enter school property with the permission of the school principal and/or family of schools superintendent. Permission to conduct interviews, to take photos or record video or audio tapes must be obtained from the school principal and, where necessary, the parent(s)/ guardian(s), or the student if 18 years of age or older.
- 5.1.8 Employees, on the approval of their principal or superintendent, and in collaboration with Corporate Affairs, may approach and provide information to the media highlighting school or Board communications activities, and assist in distributing to the media school-produced news releases.
- 5.1.9 School administrators should consult Corporate Affairs, and the appropriate superintendent, for guidance on issuing news releases and responding to media inquiries.

5.1.10 Notification to the media of transportation changes during inclement weather shall be in compliance with Administrative Regulation BA-20.1, Inclement Weather. The bus operator shall inform the appropriate radio station(s) should a decision be made to cancel an individual bus route or all routes for a particular area. Student Transportation Services of Central Ontario will notify radio station(s) should all routes within a region, or across the entire Board, be cancelled. Board-wide cancellation notifications will also be shared through the Board's social media channels.

5.2 Response to Media in Crisis Situations

- 5.2.1 Where system-level crisis response is required, the appropriate superintendent and/or other designated staff, will work with Corporate Affairs to identify a spokesperson, formulate a crisis response plan, and identify key messages and tools to be used to communicate those messages (e.g., news releases, news conferences). Where appropriate, the Board Chairperson, Director of Education, or other designated individuals may be part of the crisis response planning and implementation as well.
- 5.2.2 Where school-level crisis response is required, the principal, or designate, will work with the appropriate superintendent to identify the most appropriate spokesperson. Corporate Affairs also will be notified as soon as possible by the principal or superintendent of a crisis that may involve the media. The Corporate Affairs and Communications department will assist in identifying key messages and recommending response methods, or, if designated, in acting as the Board spokesperson.
- 5.2.3 In times of crisis, staff and students should be encouraged to not participate in interviews.
- 5.2.4 School administrators have several options when approached by a member of the media. Following consultation with the appropriate family of schools superintendent, the administrator may:
- 5.2.4.1 provide accurate, confirmed information without compromising confidentiality;
 - 5.2.4.2 state the school is continuing its investigation and will confirm information as soon as possible; and/or
 - 5.2.4.3 state the matter is being discussed with the superintendent, and stress that the principal, superintendent, or other designated spokesperson, will respond with accurate information in a timely manner.

- 5.2.5 In all cases where police are involved, questions related to the police investigation will be referred to the police. The identified school or Board spokesperson will answer questions on Board or school response in similar circumstances, or, if appropriate and without divulging confidential information, in the specific circumstance.

6. RELATED POLICIES, ADMINISTRATIVE REGULATIONS OR PROCEDURAL DOCUMENTS

Board Policies:

[B-5.2, Media Relations](#)

[BA-1.8, Privacy and Information Management](#)

7. REFERENCE DOCUMENTS

Legislation:

[Education Act, section 1\(8\)](#)

[Municipal Freedom of Information and Protection of Privacy Act](#)