



1.0 POLICY

- 1.1 The Board believes that communication should facilitate an open, honest, consistent and professional environment for working with the media and various publics across the school system and in communities.

2.0 GUIDELINES

- 2.1 The Superintendent or designate is responsible for coordinating ongoing media relations for the school system.
- 2.2 The Board Chair and the Superintendent or designate are the primary spokespersons for the school system.
- 2.3 The principal or designate is the primary spokesperson on all matters specific to his/her school.
- 2.4 In times of crisis or disaster, all staff are responsible for following the procedures outlined in the Crisis and Critical Incident Response Plan.

References: