

### **MEDIA RELATIONS AND MEDIA RELEASE**

Every effort will be made to assist the press and other communications media to obtain complete and adequate information about the programs, planning and activities of the Division. In order that school system publicity is given wide coverage and is coordinated into a common effort and purpose, the following procedures will be followed in giving official information to the news media:

1. The Board Chairperson and the Superintendent or designates will be the official spokespersons for the Division.
2. News releases that are of a system-wide or a sensitive nature or pertain to Board policy are the responsibility of the Superintendent who is responsible for the coordination of information to the media.
3. Promoting of school programs and activities at one school are the responsibility of the Superintendent or may be designated to the principal of that particular school.
4. School employees contacted by the news media may, with the approval of the Superintendent, respond, but only within the scope of their responsibility and knowledge. Individuals should not attempt to speak for the Division, for other employees, or discuss topics with which they are not familiar or are outside their realm of responsibility.
5. Students and employees may be interviewed during the school day only with the approval of the Superintendent, and only when, in the judgment of the Superintendent, such interviews do not disrupt the educational program and/or the health, safety, welfare and privacy of students or employees.
6. Media Release – Annually, a parent/guardian of students under the age of majority and students who have reached the age of majority must complete and sign the “Divisional Media Release” form prior to student identification and/or publication being made via the following:
  - Electronic Media – Divisional social media, divisional and non-divisional websites, wikis, blogs and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform.

- Print – Print media such as but not limited to: newsletters, newspapers, marketing material and magazine articles.
- Photo – Photographs of students taken by the Division or media for publication through but not limited to print media, video, websites or any other existing or emerging communications platform.
- Video – Video of students taken by the Division or media for publication through but not limited to websites and television.
- Copyright – Student copyright permission and permission to publish a student's work by the Division or media.

Completion of the Divisional Media Release form is required annually to assist in the compliance with FIPPA (Freedom of Information and Protection of Privacy Act), PHIA (Personal Health Information Act), CFS Act (Child and Family Services Act), Child Adoption Act as well as Copyright legislation.

Every possible effort should be made to obtain coverage of school activities that will create and maintain a dignified and responsible image of the Division.

### **Media Protocol Regulations**

The Swan Valley School Division Media Protocol covers use of media in the classroom, the school, within the Division and outside the Division.

When media is used and shared, the following guidelines are recommended:

1. School Division computers, software, networks, electronic systems and access to the Internet are intended for educational or research purposes and for conducting valid school business. It is presumed that all School Division computer resources will be used in a responsible, efficient, ethical and legal manner. To gain access all students under the age of eighteen must obtain parental permission and must have their parent/guardian sign and return Technology Acceptable Use Agreement.

2. Parents must be made aware (through the Student Registration Form or other individual forms for specific events) that during school events where the public is welcome, photographs may be taken and may be displayed. These events could include, but are not limited to:
- Sporting events
  - Concerts
  - Productions
  - Graduation
  - Celebrations

Special parent permission is not required for the use of media during regular school activities such as student class presentations, transmissions using internal school broadcasting networks, and school assemblies where public access is controlled. The parent signature on the Student Registration Form and Acceptable Use Agreement Form shall be deemed sufficient.

Specific permission is required from parents when the publication and distribution of student and/or staff produced media goes beyond the school or other trusted environment where Divisional staff has control. Specific parent permission is also required when student images are used that show an identifiable image of their child and/or use the name of their child along with the name of the school and/or location. Publication and distribution of such media includes professional media such as television, video and film companies, newspapers and magazines.

3. All School Division computer resources will be used in a responsible, efficient, ethical and legal manner. The following are among activities that are **not** permitted:
- Sending or displaying offensive messages or pictures
  - Harassing, insulting or attacking others
  - Damaging computers, computer systems or computer networks
  - Making unauthorized repairs or additions, adding software or reconfiguring systems
  - Violating copyright laws