



**POLICY
SUBJECT:**

**KBCA
COMMUNICATIONS TO
MEDIA**

APPROVAL DATE:

REVISION DATE:

August, 1981,
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The policy of this Division shall be to provide the public, through the media and such other avenues as may from time to time become available, with as much information about the activities of the Division as is possible while still respecting and keeping confidential matters concerning the right to individual privacy of any student and/or staff member, and such matters reserved for camera discussion by Board policy.

Notwithstanding and in no way limiting the foregoing, certain individuals shall have particular responsibility to utilize opportunities to provide the public with specific types of information as follows:

The Chairperson:

Shall make every effort to provide the news media with supporting interpretive comment on all Board policy decisions, whether or not the Board policy decisions agree with the Chairperson's personal views.

Individual Trustees: (including Chairperson)

Are free to comment on any subject at any time but should endeavour to maintain a distinction between personal view and Division policy.

Senior Administrative Officers:

Shall be responsible to meet all reasonable requests of the media for background information and data concerning the operations of the Division.

Principals:

Shall be responsible to convey matters of concern to their school and to the community in which they operate and endeavour to interpret Board policy as it affects the principal's school, to the community.

Public Relations Officer:

Shall provide the community with information on the operations of the Division through the editing, publishing, and distribution of such publications that may from time to time be authorized by the Board. As far as possible all press releases shall be undertaken with the Public Relations Officer's consultation.