

DIVISION COMMUNICATIONS

Background

The Division values effective communications with its schools, staff, students, parents, and community members. The Division will maintain open communication by offering individuals and groups opportunities for input.

Procedures

1. The Superintendent will support effective communications, which encourage:
 - 1.1 Student learning, teaching and leadership excellence, and community engagement;
 - 1.2 Recognition and reporting of student achievement and success; and
 - 1.3 Timely information about Board advocacy, budget, policies, procedures, programs and achievement.
2. The Division will refrain from taking any active position with regard to municipal operations.
3. An annual Communication Plan will establish goals and strategy that promote the Division's priorities, mission and vision.
4. The media are an important vehicle through which the Division keeps the community informed. All press releases and requests for interviews must be approved by the Office of the Superintendent.
5. The Principal in consultation with the Office of the Superintendent will approve all information released to the media from schools. Representatives of the media may be invited into the schools for legitimate reporting and promotional purposes. This is at the discretion of the Principal. Appropriate Division and school release forms are to be completed.
6. Media representatives will not be allowed to disrupt the normal operation of a school or a class for the sole purpose of information gathering. This includes the interviewing of Division employees and/or students during regular class times.
7. Media representatives may be asked by the Principal or Division staff to leave the premises or grounds where it is deemed to be in the best interests of the students and staff to do so.
8. In the event of emergency or crisis interactions, the Office of the Superintendent will determine what information will be given to the media, and by whom.
9. Division staff will refer to AP 150 Appendix A *Editorial Style Guide* when writing communications on behalf of Grande Yellowhead Public School Division.

Reference: Section 33,52,53,55,67,68,196,197,204,222,225,256 Education Act

Approved: March 12, 2018

Amended: July 1, 2018, March 19, 2020; April 15, 2020