

School Administration

Administrative Procedure: School Newsletters/Media/Solicitation and Advertising			
EFFECTIVE DATE: August 24, 2005	R E F E R E N C E S	ADMINISTRATIVE PROCEDURE CODE: 1.A.80	
AMENDED DATE:		Policy Reference	
		Legal Reference	

Newsletters

The Board recognizes that the school newsletter is an effective vehicle for informing and/or reporting to the parents/guardians and community about school events, highlights and issues. It is recognized that this vehicle best serves the purpose of facilitating and fostering positive school, Board, community, and parental relationships. The guidelines that follow will assist administrators in creating effective newsletter

- School newsletters focus on individual school events and circumstances.
- School newsletters feature student accomplishments, experiences, and/or creations.
- Schools may report on divisional events if school or students are involved.
- Schools wishing to comment on politically and/or legally sensitive issues implicating the Division may do so at regular Board meetings, not through school newsletters. If school administrators are uncertain about the potential sensitivity of certain issues, clarification shall be accessed through the Superintendent.

News Media

The Board recognizes that the media plays an important role and service in the dissemination of information. The Board will plan for periodic releases to the press and other communications media. In addition, news media representatives shall be welcome to attend regular Board meetings.

News releases and media interviews with divisional staff related to Board action or potentially sensitive issues shall be approved by the Board, the Board Chair, or Superintendent before being released to the news media.

Whenever possible and practical, news releases relating to any group of employees shall be given to those employees before release.

Interviews with the News Media

The following guidelines are included to assist administration in formulating media responses:

- Make sure you are authorized to respond. If in doubt, refer enquiry to Superintendent.
- If you can answer a reporter's question in your area of responsibility, do so honestly.
- Respond to requests for information if the information is appropriate to share.
- Avoid using educational terminology that may not be familiar to the media representative.
- If you don't know the answer, be truthful and offer to obtain the information.
- Nothing can be assumed to be off the record.
- The media can be given access to all documents that are of a public nature.
- Treat all representatives of the media respectfully.
- Avoid making statements reflecting personal beliefs or opinions. Responses should be objective, brief, and to the point

Solicitation and Advertising

Schools shall not become a vehicle for the circulation of materials intended primarily for commercial gain, or which, for political or religious reasons, may be controversial in nature. Individuals or groups wishing to distribute information or material through the Division mail delivery service shall receive permission from the Superintendent. If permission is granted, the sponsoring individual or organization may be required to assume copying and/or delivery expenses resulting from the request.

Notices for upcoming community events or school related activities shall be subject to the approval of the principal. All such advertisements are to be marked for approval and be posted in predetermined locations.