



## AP 151 – MEDIA RELATIONS

### BACKGROUND

Saskatoon Public Schools has a responsibility to be accountable and transparent and recognizes the valuable role the media plays in informing the public about our schools, programs, initiatives, and board decisions. The division also has an obligation to protect our students and staff members from unwelcome intrusions into the operation of its schools and to ensure privacy legislation is not contravened by any members of the media.

### PROCEDURES

1. The Director or designate shall approve all information released to the media from the division.
2. Representatives of the media may, on occasion, be permitted into schools for reporting and promotional purposes pertaining to the learning agenda. This is at the discretion of the Principal in consultation with the Manager of Communications and Marketing.
  - 2.1 Media representatives shall 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 employees and/or students of Saskatoon Public Schools during regular class times.
  - 2.2 All requests outlined above shall be directed first to the division office for approval by the Manager of Communications and Marketing.
  - 2.3 Media representatives may be asked by the Principal or any other staff member of Saskatoon Public Schools to leave the school building or grounds where it is deemed to be in the best interests of the students and staff to do so. Media representatives are not allowed to access school property and film, photograph or interview students or staff members without permission from the Principal.
3. All students featured in media coverage must have written parental consent for their participation.
4. In the event of emergency or crisis, the Director or designate shall determine what information shall be given to the media, and by whom.
5. If a member of the media approaches an employee of Saskatoon Public Schools for an interview or comments pertaining to their work with the division, the employee shall explain to the reporter that all media requests need to be made through the Manager of Communications and Marketing. The Manager of Communications and Marketing shall determine, in consultation with the Director, the most appropriate person to respond to the interview request.

Reference: Policy 4 – Role of the Board Chair  
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