



School District No. 46 (Sunshine Coast)

Administrative Regulations

ADMINISTRATION

1250

COMMUNICATION THROUGH THE MEDIA

1. The Board Chair and the Superintendent are the official spokespersons for the school district.
2. News releases which involve matters concerning the district as a whole or more than one school are the responsibility of the Chair, the Superintendent or their designates.
3. News releases which pertain to only one school shall be the responsibility of the Principal, with a copy provided to the Superintendent.
4. Clearance shall be obtained from the Superintendent before any story is released which the Principal suspects may be controversial or which may have an impact on other schools in the district.
5. All statements made to the media by other staff members shall first be approved by the Superintendent and/or designate for the district and approved by the Principal for the school.

Date adopted: January 1996

Revised: Aug 15/08

Reference:

Supt. Signature: