



Regina Roman Catholic Separate School Division # 81

School, Community and Home Relations 11001 Media Relations	Administrative Application	
	Effective:	January 7, 2019
	References:	The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP) Parent Consent for Media Form Policy 12 – Role of the Director
	Status:	Operational

Preamble

The Regina Catholic School Division (RCSD) recognizes the valuable role the media plays in informing the public about our schools, programs and initiatives through proactive media coverage. RCSD also has an obligation to protect our students and staff from unwelcome intrusions into the operation of its schools and to ensure privacy legislation is not contravened by any members of the media.

Under the direction of the Director, the Communication & Media Coordinator shall determine what information shall be given to the media, and by whom.

Application

1. Principals and school staff are encouraged to advise the media of stories, activities and events occurring at the local school level that may be of interest to parents/guardians and other members of the public. The Communications and Media Coordinator is available to assist in preparing media advisories and other communications with the media.
2. Questions from the media that relate to the operation of the Board or the school division, as a whole, should be referred to the Communications & Media Coordinator.
3. Similarly, in the event of an emergency, crisis situation, or other unusual circumstance:
 - a. Refrain from speaking to the media.
 - b. Contact the Communication & Media Coordinator with relevant detail.
4. At the beginning of the school year, parents are requested to complete and return a *Parent Consent for Media Release form*. Returned forms are stored in the school office.