

## **NEWS RELEASES**

The Board, as an agent of the public, upholds as a matter of principle the public's right to be kept informed about its school system and major activities and decisions within the District. The Board views the role of the news media as critical to a public information program providing planned, systematic communication between the Board and the public.

As one means of supporting the news media in this undertaking, the Board is committed to providing the news media with periodic news releases giving information on and clarification of Board decisions and other significant public education issues of general interest and importance to the public within the District at large.

These procedures shall apply in order to ensure all news releases are accurate and have official authority; that news release information is made available to all appropriate media, and that news release content, format and style are in keeping with established standards.

### **1.00 Purpose of News Releases**

- a) The purpose of each news release shall be to provide information on education issues, ideas, actions or events important to the people of the District.
- b) The news release shall be concise, informative, factual and newsworthy.
- c) The news release shall be supplementary to, and not in place of, personal contact with the media. Appropriate back-up materials therefore, either shall be affixed to the news release, or be readily available to the media by contacting the resource person(s) named at the close of the news release.

### **1.01 Preparation of News Releases**

- a) The Board is responsible for determining the need for any news release concerned with substantive District policy issues, major Board decisions, or Board/Trustee organizational, operational or procedural issues.
- b) The Superintendent is responsible for establishing the need for any news release concerned with routine policy, operations and procedures including curriculum and programs, instruction, meritorious achievement, statistical information and the like.
- c) The Superintendent is responsible for drafting all news releases, including those requiring either Board or Superintendent authority for preparation.

## 1.02 Approval of News Releases

- a) Prior to being drafted by the Superintendent, each such news release requires -
  - Board determination of the issues or points to comprise the release
  - Board determination of the tone of the message to be conveyed via the release
  - Board Chair approval of the final draft news release before it is publicly issued.
- b) News releases requiring the Superintendent's authority for preparation shall obtain the Superintendent's approval of content, message, style, tone and format before being publicly released.

## 1.03 Distribution of News Releases

Upon receiving approval of release, each news release shall be immediately and simultaneously dispatched to all appropriate parties entitled to receive news releases.

- a) Internal Recipients
  - Each Trustee
  - Superintendent of Schools
  - Other executive officers
  - All District education supervisory personnel
  - All District business supervisory personnel
  - District Education Office staff bulletin board
  - All principals
  - MRTA
  - CUPE, Local 703
- b) External Recipients
  - District Parents' Advisory Council
  - The Times
  - The News
  - The Vancouver Sun
  - The Vancouver Province
  - Rogers Cable 4
  - Constituency MLA
  - Constituency MP