



Administrative Procedure 2015

Communications – Media Relations

Board Governance Policy Cross Reference: [1](#), [2](#), [4](#), [13](#), [14](#)

Administrative Procedures Cross Reference:

[Communications](#)

Form Cross Reference:

Legal/Regulatory Reference:

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The Division recognizes that the media plays an important role in the dissemination of school policies, programs, procedures, achievements, decisions and critical issues. It is advantageous for both parties to develop an effective, continuous, long term and honest working relationship.

Media Inquiries/Request Protocol

To facilitate the communication process, it is essential that the Communications Coordinator is made aware of any contact with media outlets. All media must be treated equally. In order to ensure consistency in responding to media inquiries/requests, please note the following Brandon School Division Media Inquiry/Request Protocol:

- All media inquiries/requests are to go through the Brandon School Division Communications Coordinator during regular office hours, Monday to Friday from 8:30 am to 4:30 pm, unless otherwise posted.
- Inquiries/requests may be submitted either verbally or in writing, and are to include a context of the story and the deadline. Once the inquiry/request is reviewed, a decision will be made as to when we are available to speak with the media.
- If the Division or a school issues a media advisory/release related to a particular school event, media outlets are welcome to contact the school directly to arrange for any interviews or photo opportunities.

Divisional Spokespersons:

- The Chairperson of the Board is the spokesperson on behalf of the Board of Trustees.
- The Superintendent/CEO is the official spokesperson on behalf of the School Division regarding instructional, administrative, and operations matters (including critical events and crisis communication).
- The Secretary-Treasurer is the official spokesperson on behalf of the Division regarding financial matters.

Internal Procedures for Media Advisories/Press Releases, Programs & Events:

Sending out a media advisory/press release:

1. With approval of your School Leader, write the media advisory/press release and send it to the Communications Coordinator one week prior to the scheduled event.
2. The Communications Coordinator will review the advisory/press release and return it to the sender with the appropriate media email distribution list.

Submitting a story to a media outlet for potential publication:

1. With approval of your School Leader, write the article and send it to the Communications Coordinator one week prior to the anticipated publication date.
2. The Communications Coordinator will review and return it to the sender for submission to a media outlet.

Assistance from the Office of Communications for a program or event:

1. With your School Leader's approval, request the assistance of the Communications Coordinator through the Superintendent/CEO.
2. Upon approval, the Communications Coordinator will contact you to set a meeting time to discuss a communications plan for your program or event.