

NLSchools refers to all public K-12 English schools and school related facilities under the jurisdiction of the Department of Education, Education Operations Branch and all employees working therein, and all employees providing services and supports to such schools, including those who work in the areas of school facilities, student transportation, program implementation, student services, and procurement.

Policy Name

Media Relations

Policy Statement

The Department of Education, Education Operations Branch, recognizes the responsibility of the news media to provide accurate and timely information to the community concerning issues and events that occur in our schools. The Education Operations Branch makes every effort to accommodate media requests where practical, appropriate, and within government protocols and/or applicable legislation. Media requests must be considered within the parameters of the impact it may have on a school and/or a student's instructional day and academic activities, as well as the privacy of students and staff.

Background

NLSchools is committed to cooperating with the news media. It is also obligated to protect the privacy of students in our care, along with the privacy of staff. With respect to all communications matters, the government abides by its obligations under the [Schools Act, 1997](#), the [Access to Information and Protection of Privacy Act](#), and any other relevant legislation.

To help facilitate media requests, all media inquiries must be directed through NLSchools Communications Office, which will act as the official liaison and primary contact for media. This includes requests for interviews with students and staff, as well as for information on NLSchools policies or school policies.

Scope

This policy applies to all employees working for or supporting NLSchools and is expected to act as an engagement protocol for news media.

Policy Directives

1. School Administrators will inform the Director of School Communications or designate when:
 - a) Media have made a request to the school;
 - b) Media arrive at the school without prior approval;
 - c) A school is scheduling an event and plans to invite the media; and
 - d) A member of the school community has engaged the media on a school-related matter.
 - 1.1 School Administrators will also notify their Director of Schools of media inquiries/media attendance at their school.
 - 1.2 Teachers and school staff will inform their School Administrators, or in the case of support staff, their immediate supervisor, of requests made to them by the media and media engagements initiated by the staff member. The School Administrators will then provide the relevant information to the Director of School Communications or designate or direct the staff member to do so.
 - 1.3 While a call to the Director of School Communications or designate is the preferred method for schools to inform of media engagements, email notification may suffice in some situations.
2. School Administrators may exercise their discretion to invite media to their school for school-sanctioned events. They must inform the Director of School Communications or designate of all such events and ensure appropriate media consent forms are in place.
3. In consultation with the Director of School Communications or designate, school administrators may grant media access and arrange interviews with staff and/or students for routine school events. Before any minor is photographed, videotaped, or interviewed by the media, a media consent form must be signed by the student's parent or guardian.
4. Interviews with students and staff will not be conducted during school hours, or on school property, without the approval and presence of the school administrator or designate. Any member of the news media present at a school is required to adhere to the authority of the school administration and school rules. All school visits must be supervised by the school administrator or designate.
5. In order to protect the privacy of students and staff, media representatives (journalists, photographers, videographers, etc.) are not permitted on school grounds to interview, photograph or videotape without prior approval. To facilitate media relations efforts, media representatives are asked to contact NLSchools Communications Office in advance of any school visit.