

The Board of Trustees believes that an efficient and mutually-respectful working relationship with the media (generally print and broadcasting) is beneficial both to the Division and to the media. Such a relationship will enable the media to report on Division activities and will enable the Board of Trustees to provide accurate information to the public.

To address potential issues related to liability, the Frontier Board of Trustees has named the Chairperson of the Board of Trustees and the Chief Superintendent as the official Division contacts for the media. Other staff may occasionally be authorized by the Chief Superintendent to speak directly with the media.

Adopted September 1, 2009		
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1. Division Contacts

- a. The Chairperson of the Board of Trustees and the Chief Superintendent are the official representatives of Frontier School Division in all matters concerning the media.
- b. All staff, school committee members and trustees who may be contacted by the media must immediately refer the media to the Chairperson of the Board of Trustees or the Chief Superintendent.
- c. The Chief Superintendent may authorize select Division employees to speak directly with the media. If the employee is contacted directly by the media, the employee and the employee's supervisor shall request authorization and direction from the Chief Superintendent. Such authorization is generally related to the following:

i. Educational Programs

The many and varied educational programs of the Frontier School Division may, at times, be of interest to the media for providing information to the public. Such programs include Fine Arts, Student Leadership, Character Education, Health and Wellness and First Nations and Metis Culture.

ii. Special Events or Activities

The Division regularly conducts or participates in special events or activities of a positive or celebratory nature. Such activities may be of interest to the media. Examples of these activities include Frontier Games, recognition or award ceremonies and official school openings.

- d. The Chief Superintendent will provide direction to the Principal regarding student contact with the media. In all cases of student contact with the media, the Principal must ensure that written parental approval is provided.

2. Specific Activities and Events

There are a variety of potential serious occurrences and events that may be of interest to the media. In such circumstances, only the Chairperson of the Board of Trustees and/or the Chief Superintendent will speak for the Division. Such circumstances may include:

a. Incident

An incident is a concern or an unresolved problem that is ongoing or that has significant implications for a school and/or the Board of Trustees. These circumstances require that communications be managed to ensure consistent, clear messaging by school officials and the Board of Trustees.

b. Emergency

Emergency situations may include a chemical spill or a bomb scare. In these situations, communications can be handled through the normal response systems of the police or fire department and the Division's spokesperson.

c. Crisis

A crisis is an abnormal situation which has the potential to seriously impact on a school's operation. Examples of such situations include extended power outages, major storms, and death or injury of a student or staff member. The Chief Superintendent and/or the Chairperson of the Board will direct communications in these circumstances.

d. Disaster

Examples of disasters include large scale floods and bomb explosions. A disaster causes significant loss, hardship and/or suffering to many people. Emergency response resources and personnel are frequently overwhelmed by disasters and the recovery process is long and complex. The Chief Superintendent and/or the Chairperson of the Board will direct communications.

e. Pandemic

A pandemic virus could result in widespread illness over a large geographic area. Serious social and economic disruption could result. Communication in both disaster and pandemic situations must be very carefully managed in order to be effective in such situations. The Chief Superintendent and/or the Chairperson of the Board of Trustees will direct communications.

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