



HURON-PERTH CATHOLIC

District School Board

Media Relations

Adopted:	February 22, 2010	Policy #:	P 3.6.1.
Revised:	February 24, 2025	Policy Category:	3.6. Communications

BELIEF STATEMENT:

The Huron-Perth Catholic District School Board (the Board) believes that it is important to pursue its mission of evangelization by connecting our Catholic community to Board activity through the media. The Board believes that effective media relations and communication strategies can be an important mechanism to promote community and solidarity rooted in our faith.

POLICY STATEMENT:

It is a policy of the Huron-Perth Catholic District School Board to celebrate and share information about its policies, programs, and activities. The Board will promote and maintain open, accessible and timely communications with its stakeholders and members of the media designed to strengthen relationships, support programs and celebrate the values of Catholic education.

It is the policy of the Board that the official spokesperson for the Board shall be the Chair of the Board or his/her designate, or the Director of Education or his/her designate, as directed by the Board.

PROCEDURE:

1. The Chair of the Board is the official spokesperson for the Board of Trustees to the media and outside agencies on matters of policy and decisions of the Board of Trustees. This authority may be delegated at the discretion of the Chair of the Board.
2. The Director of Education (or his/her designate) will be the spokesperson of the Board on operational matters of academic program, administrative, human resource, and educational (pedagogical) matters, and in the application of a Catholic lens to all educational issues.
3. The Director of Education will ensure that the news media is informed on a timely basis regarding matters of Board policies, programs, and activities. Only the Director or his/her designate will issue Board or school-based media releases.
4. Disclosure of information will not be made when such information would:
 - i. Violate the privacy rights of individuals or groups, as defined by statute, regulation or Board policy.
 - ii. Violate the confidentiality of Board matters considered during in-camera sessions, according to the provisions of the Education Act and By-Laws of the Board.

5. The Director of Education may delegate responsibilities to Supervisory Officers, to communicate with the media on matters related to their portfolios.
6. The Director of Education, through the Supervisory Officers, may delegate responsibilities to principals or to coordinators, to communicate with the media on matters related to their schools or their portfolios.
7. When delegation has been given by the Director or Supervisory Officer, the school principal becomes the media spokesperson for programs, activities, or events of his/her school. Other staff members are not authorized as media spokespersons and as such, may join the principal in joint communications to the media but may not engage individually in media communications. An exception to this procedure is made in the case of teachers who, as extracurricular coaches, may be asked to provide a comment about an athletics or other co-curricular event.
8. When a principal has been delegated the authority to become the media spokesperson for her/his school, the principal is expected to develop and maintain a direct and positive relationship with the local media. Every opportunity should be taken to highlight positive events and achievements about Catholic Education.
9. When a Supervisory Officer or principal or coordinator has been delegated the authority to become the media spokesperson for her/his portfolio or school, he/she must remember that:
 - i. he/she is perceived to be expressing the view of the board, and therefore must not express views which are inconsistent with the Board's Strategic Directions or Board policies or procedures;
 - ii. it is incorrect to provide personal opinions or to speak off the record;
 - iii. media communication must not include judgmental, critical, or disparaging comments or inference about other individuals or groups.

DEFINITIONS:

- N/A

REFERENCES:

- N/A

RESOURCES, APPENDICES AND FORMS:

- N/A