



MEDIA RELEASES

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1.0 PRINCIPLES

The South Shore Regional Centre for Education (SSRCE) believes that the official spokespersons for the SSRCE is the Regional Executive Director and/or their designate.

2.0 POLICY FRAMEWORK

This policy complies with the Education Act and other related provincial acts and policies.

3.0 AUTHORIZATION

- 3.1. It is the responsibility of the Regional Executive Director to ensure that this policy and its procedures are implemented.
- 3.2. The Regional Executive Director is authorized to issue procedures in support of this policy.

MEDIA RELEASES

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1.0 PROCEDURES

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1.0 PROCEDURES

- 1.1. An official release to the media shall be a written document approved by the Regional Executive Director.
- 1.2. Media releases are developed by the Communications Manager in conjunction with the Regional Executive Director, as appropriate.
- 1.3. Media releases and SSRCE statements are circulated to members of the media by the Communications Manager or the Regional Executive Director.
- 1.4. SSRCE staff is encouraged to direct questions from the media, regarding SSRCE decisions to the Regional Executive Director or their designate.
- 1.5. School Principals may release information regarding activities at their school(s) to the press. Principals may request assistance from the Communications Manager prior to releasing any information or to prepare media releases and statements.
- 1.6. Only statements from the Regional Executive Director shall be considered official statements of the SSRCE.

2.0 RESPONSIBILITIES

It shall be the responsibility of the Regional Executive Director to ensure these administrative procedures are followed.