



# Turtle River School Division - Administrative Procedure

## GENERAL ADMINISTRATION

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Board Informed:	Last Reviewed:	Last Revision:
September 12, 2023		



## **Turtle River School Division - Administrative Procedure**

### **Section A – General Administration**

#### **Media**

#### **NEWS RELEASES**

Any board sponsored news releases on behalf of the division should be disseminated by the superintendent, secretary-treasurer and or board chairperson. News releases applying to any group of employees shall be given to those employees before release whenever possible and practical. Any information released by a particular school must be read and approved by the principal before such release is made.

#### **PUBLIC GIFTS TO THE SCHOOLS**

All public gifts to a school should be reported to the board by the principal. All gifts become the property of the Turtle River School Division.

#### **General Media Coverage Notice to Parents**

Turtle River School Division receive requests from mass media representatives (newspapers, magazines, radio or television stations, web sites) to come onto school property to report on and/or photograph/record an aspect of the school or its programs. These may thereafter be digitally manipulated, published, broadcast, re-broadcast, or sold to other media outlets.

Media requests will be carefully considered before being approved by the principal. School may cooperate with the media, within reason to encourage celebration of school achievements and share information with others. However, we recognize that there are instances where you may not wish your child to be recorded. If you do not wish your child to participate in media coverage, school staff will involve your child in other activities during the media's attendance.

In cases where the media wish to interview, photograph, or profile your child in the school, the principal will seek the General Media Coverage Consent Form appendix A section (ii) Page 39. This form shall be fill out annually and filed at the school. If your consent is absent, no such interview will take place.

The Turtle River School Division cannot prevent media outlets from photographing students from vantage points beyond our control, such as outside the school or across the street from the school. Nor can the Turtle River School Division prevent the media from interviewing students in these locations. If this is a concern, you should discuss the matter with your child to alert your child to this possibility.

Similarly, parents and the media may take non-specific, non-identified recordings of children at public events in the school or off-site. In such instances, your child's image or voice or a digital manipulation of the image or audio may be recorded, broadcast or published. Once the photograph or recordings has been taken, the Turtle River School Division cannot restrict or limit subsequent publication or re-broadcast.

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## **Turtle River School Division - Administrative Procedure**

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#### **Media**

#### **NEWS COVERAGE BY MEDIA FOR REASONS OTHER THAN PROMOTION OF SCHOOL EVENTS**

Media or pressure groups shall not be permitted to enter the schools at anytime unless authorized by the board. Students shall not be interviewed at any time while under the care of the Turtle River School Division. Staff is not to be interrupted during working hours.

#### **NEWS COVERAGE FOR SPORTS, ACADEMIC PROGRAMS AND SOCIAL EVENTS**

News coverage of sports and social events in connection with school activity will be allowed at the discretion of the principal.

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