

Media Partner Communications Protocol in the SRCE

The Strait Regional Centre for Education recognizes the responsibility of media representatives to provide accurate and timely information to the community concerning issues and events that occur in our schools. Therefore, the Regional Centre is committed to cooperating with the media to share pertinent news and information with our school communities while protecting the privacy of students and staff in accordance with the Freedom of Information and Protection of Property (FOIPOP) Act.

To help facilitate media requests, all media inquiries must be directed through the Coordinator of Communications who will act as the official liaison and primary contact for our media partners. This includes requests for interviews with senior staff, administrators, teachers or students, as well as inquiries regarding Regional Centre and provincial policies and /or procedures.

Media Contact: Deanna Gillis, Coordinator of Communications / Community Relations
Strait Regional Centre for Education/902-625-7093; deanna.gillis@srce.ca

Guidelines

1. Throughout the year, media partners are often invited to share news with school communities related to school events including concerts, fairs, sports, fundraising, cultural and awareness events, etc. In these instances, the principal/designate will be the media spokesperson.
2. Interviews will not be conducted during school hours or on school property without the prior approval and presence of a Strait Regional Centre for Education administrator or designate.
3. In order to protect the privacy of our students and staff, media representatives (reporters, photographers, videographers) are not permitted on school grounds to interview, photograph, videotape or audiotape without prior approval from the school principal/designate.
4. The SRCE requires prior, written consent of parents/guardians before any media partner covering a school story or event may photograph, videotape, and/or interview an individual student or students.
5. The Regional Centre will not comment on any case that is before the courts. In cases where the police are involved, all questions related to the police investigation shall be referred to the police.