



1. The Chairperson of the Board and the Superintendent/CEO are the official representatives of the Interlake School Division in all matters concerning the media.
2. 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 or the Superintendent/CEO.
3. The Superintendent/CEO 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 Superintendent/CEO. Such authorization is generally related to the following:
  - a) Educational Programs
  - b) Special Events or Activities
4. The Superintendent/CEO 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.

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

1. Incident - an incident is a concern or an unresolved problem that is ongoing or that has significant implications for a school and/or the Division. These circumstances require that communications be managed to ensure consistent, clear messaging by school officials and the Division.
2. 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 spokesperson.
3. Crisis - a crisis is an abnormal situation which has the potential to seriously impact a school's operation. Examples of such situations include extended power outages, major storms, and death or injury of a student or staff member.
4. 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.
5. 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.