

Kelsey School Division Box 4700 The Pas, MB R9A 1R4	Code: BAC
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Public Relations

- A. When an activity is to enhance public understanding and support of programs and services provided by Kelsey School Division, the following will serve as spokespersons:
 - 1. The Chair of the Board (or designate)
 - 2. The Superintendent (or designate)

- B. Responsibilities of the spokesperson are:
 - 1. To be an advocate for the School Division
 - 2. To be accountable for communication with the media
 - 3. To be prepared to describe or explain programs, services, or operations
 - 4. To discuss only factual information
 - 5. To avoid discussing matters under study or discussion
 - 6. To exclude personal opinion and/or speculation on future events
 - 7. To refuse discussion of matters currently before the courts
 - 8. To refer questions on political matters and/or controversial issues to the Chair of the Board (if that is not the spokesperson for that event).

- C. When there is a School Division activity that requires the presence of elected officials of the community, every effort must be made to ensure that the School Board is represented.
 - 1. The organizer of the event will:
 - Give a copy of the invitation to, or notify, the office of the Superintendent of the date, time, type of function, and place in the program for greetings to be brought from the Board.
 - 2. The Superintendent will call for Board representation, starting at the beginning of the following list, until a representative has been identified.
 - a) Board chair
 - b) Vice-chair
 - c) Trustee
 - d) Superintendent
 - e) Function staff member
 - 3. Once the official representative of the Board has been identified, the activity organizer will be notified