

DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD
BOARD POLICY / REGULATIONS

Board Policy Number: 5.11
Subject: Public Relations
Effective Date: (241) April 22, 2003

In order to promote good-news stories about Catholic education in Dufferin-Peel, every effort will be made to:

- a) Incorporate and promote the Board's Catholic perspective; and
- b) Highlight student achievement.

REGULATIONS

5.11 Public Relations

In all communication/public relations' activities undertaken through the Board's Public Relations Department, staff shall:

- inform key audiences, external and internal, by the use of good news stories about Catholic Education in Dufferin-Peel;
- focus on stories about student academic achievement and other educational experiences (athletics, clubs, etc.);
- encourage parent(s)/guardian(s) and the Catholic community to undertake more active roles in communicating with their local political representative about issues in education that affect the Board, its schools, its students and its parent(s)/guardian(s);
- develop closer relationships with local media within the Dufferin-Peel jurisdiction;
- establish a key communicators' network;
- facilitate closer communication with parishes.