

DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD
POLICY

POLICY NUMBER:	5.11
SUBJECT:	Media Relations and Communications
REFERENCE:	
EFFECTIVE DATE:	April 22, 2003
AMENDED DATE:	February 28, 2017; June 18, 2024

*"Let the words of my mouth and the meditation of my heart be acceptable to you,
O Lord, my rock and my redeemer."
Psalm 19:14*

1. The Dufferin-Peel Catholic District School Board (DPCDSB) values the promotion and maintenance of positive relations with its stakeholders and the broader public to promote Catholic education in alignment with the Ministry of Education's priorities, which include achieving excellence, ensuring equity, promoting well-being, and enhancing public confidence, as well as the foundational values of the Board of Trustees' Multi-Year Strategic Plan (MYSP). Maintaining positive and consistent relationships with the media is an important component of this equation.
2. This Policy governs all DPCDSB statements requested from the media, as well as any statements an individual wishes to make to the media regardless of whether one has been requested.
3. Notwithstanding anything to the contrary, all emergency and crisis communications shall be managed by the Director of Education and General Manager, Communications and Community Relations (General Manager), in accordance with DPCDSB policies and general administrative procedures.
4. Every effort will be made, where possible, practical, and appropriate, to consider the following in all DPCDSB communications:
 - a) upholding the importance of, and building confidence in, Catholic education and DPCDSB;
 - b) incorporating and promoting DPCDSB's distinct Catholic identity;
 - c) promoting student well-being and achievement, equity, diversity, and inclusion;
 - d) ensuring alignment with DPCDSB's Multi-Year Strategic Plan; and
 - e) profiling and/or highlighting the Board of Trustees and/or the local trustee and their important role as stewards of Catholic education and DPCDSB.
5. To ensure communication is provided in an accurate, consistent, transparent, and timely manner, DPCDSB adheres to a single source policy where all information released to the media is channeled through a single source, i.e., the General Manager. For the purpose of this Policy, in circumstances when the General Manager is unavailable, the Director of Education shall perform the duties of the General Manager as set out herein.

6. The single source approach presents DPCDSB in a coherent manner, sets clear expectations for staff and external stakeholders, and ensures standardized, efficient, informed, coordinated, and vetted media communications with consideration given to process and legal requirements such as privacy legislation.
7. In this regard, all media inquiries must be immediately directed to the General Manager, Director of Education, or designate without further comment from the individual receiving the inquiry. Furthermore, no statement to media regarding or potentially affecting the DPCDSB, including, but not limited to the DPCDSB's opinion or position regarding any individual, organization, or any matter, shall be made to media without the preapproval of the General Manager.
8. Trustees serve an important function as the governors and representatives of the DPCDSB. As such, it is understood that any communication by or on behalf of a Trustee to the media is viewed as being made in their capacity as Trustee and on behalf of the DPCDSB. Notwithstanding anything to the contrary, since the Chair of the Board of Trustees (or, if unavailable the Vice-Chair) is the official spokesperson for the Board of Trustees, and since Trustee communications with media will always be viewed as being made in their capacity as a Trustee on behalf of the DPCDSB and not as an independent community member speaking on their own behalf, all statements to the media by or on behalf of any Trustee (including any Student Trustee), must be preapproved by the Chair (or, if unavailable, the Vice-Chair) and the Director of Education, in addition to the General Manager.