



502.1AP Media & Public Relations

APPROVED: 2023.06.20 (2013.06.19) (2004.04.21)

AMENDED: 2024.05.03 (2023.05.30)

REVIEWED: 2024.05.03 (2023.05.30)

CROSSING REFERENCE:

- [502BP Media & Public Relations](#)
- [502.2AP Crisis Communication](#)
- [101BP Board Operations](#)
- [502.2AP Exhibit 1 Death of a Student, Death of a Prior Student, Death of an Immediate Family Member](#)
- [502.2AP Exhibit 2 Death of a Staff Member \(Active\), Death of a Staff Member \(Inactive\)](#)
- BTPS Crisis Response Manual

PROCEDURES:

1. As official spokesperson for the Board of Trustees, the Board Chair or designate shall:
 - 1.1. release all statements concerning Board activities or issues; and
 - 1.2 direct the preparation of news releases or statements as required.
2. The Superintendent shall:
 - 2.1 release all statements concerning the school system, activities or issues; and
 - 2.2 direct the preparation of news releases or statements as required.
3. The Executive Assistant to the Superintendent shall:
 - 3.1 provide advice on media relations matters;
 - 3.2 prepare material such as statements, news releases and background material required by the Board Chair or Superintendent; and
 - 3.3 distribute these materials after approval by the Chair and/or the Superintendent.
4. The Board Chair and/or the Superintendent must approve all system news releases.
5. The principal shall:
 - 5.1 be responsible for any school media contact;
 - 5.2 consult with the Superintendent regarding the release of sensitive or controversial information;
 - 5.3 provide guidance and direction to staff members who may be contacted by the media.
6. Public service materials (print or audio/visual) released to the media may be used in divisional communications.