

COMMUNICATIONS

POLICY

CODE: K 7.1

The London District Catholic School Board recognizes the importance of effective communications. The Board recognizes its responsibility for proactive, two-way communications with its stakeholders, in the belief that an informed community will value and defend Catholic Education.

Therefore, it is the policy of the London District Catholic School Board to foster, promote and encourage open communication with its stakeholders and to promote the value of a Catholic education.

Communication must consistently reinforce the Board's dedication to student success and achievement in a faith-based learning environment and it must clearly demonstrate the distinctiveness of Catholic education and strengthen partnerships with the Catholic Church and the Community.

SCOPE

- 1.1 In matters of policy, spokesperson for the Board of Trustees is the Board Chair or designate. The spokesperson for the Board is the Director of Education, or designate. Principals are encouraged to speak out on issues affecting their schools and to contact the media concerning positive and newsworthy events at their schools. They are to contact their Superintendent and the Communications Department regarding controversial issues.
- 1.2 Program Coordinators and Principals are encouraged to discuss **approved** school programs and projects.
- 1.3 Program Coordinators, Principals, and Members of the Board of Trustees are encouraged to consult "Getting the Word Out" and consult with the Communications Department regarding discussions with the media.
- 1.4 At the school level, the Principal is the primary spokesperson for the school when dealing with the media. Principals should ensure that all staff are aware of this procedure for interacting with the media, specifically to direct them to the office to be dealt with by the Principal or a designate.

References:

Strategic Communications Plan, September 2001
"Getting the Word Out," Revised 2002

Adopted: Sept. 27, 2004