
Media Relations Protocol – Durham District School Board

Introduction

This document outlines the media protocols of the Durham District School Board (DDSBS). It establishes guidelines for media attendance at all DDSBS sites, including schools and other DDSBS properties.

The DDSBS is committed to providing learning and working environments free from discrimination, harassment, or other expressions of hatred where everyone feels safe to learn, thrive, and be themselves. All media representatives are expected to adhere to DDSB policies and the guidelines outlined in this document.

To help facilitate media requests, all media inquiries must be directed to our Communications Department, which will act as the primary contact for media. Requests can be made by emailing communications.department@ddsb.ca or calling 905-666-6313.

1. Media Access

- a. Media access to attend DDSB sites and schools is only permitted if approved by the DDSBS in accordance with this protocol.
- b. Media representatives are defined as those representing news organizations that have been accredited by the DDSBS, regardless of medium and including newspapers, magazines, television stations, radio stations, or online news platforms.
- c. Media representatives are required to wear/display valid identification and credentials to verify their affiliation with a media outlet.

2. Media Access at Schools

- a. To protect the safety and privacy of our students and staff, members of the media are required to contact the Communications Department before coming on school property. The Communications Department will review the request and may approve or reject the request in accordance with this protocol. The Communications Department will contact the Principal of the school to make arrangements for any approved media visit.
- b. All members of the media must be escorted by the Principal or a designate while on school property. Media may only be on school property with the prior knowledge and approval of the Communications Department.
- c. Media must have explicit permission for any photography, audio, or video recording on school or school board property.
- d. Media must visibly wear valid identification of their employer while on school property.

3. Media Attendance at Board Meetings

- a. Subject to attendance capacities, media representatives may attend Board and Committee Meetings when the gallery is open to the public.
- b. The DDSBS encourages media representatives to notify the Communications Manager of their intention to attend a meeting at least 2 (two) business days in advance. This notification will assist the DDSBS in making necessary arrangements and providing any relevant materials.

4. Board Meeting Livestream Participation

- a. Media representatives are invited to participate virtually through the livestream of Board Meetings and Standing Committee Meetings.
- b. The livestream provides an opportunity for media representatives to access and report on the proceedings remotely.

5. Recording Protocol

- a. Live camera recording is not permitted on the premises of the DDSB Education Centre during Board or Committee Meetings.
- b. Prior approval must be obtained for any photography, audio, or video recording on DDSB properties.
- c. Any video recording required for news coverage must be obtained from the livestream provided by the DDSB.

6. Conduct

- a. Media representatives are expected to always conduct themselves in a professional and respectful manner while on DDSB properties and in any interactions with DDSB staff or stakeholders.
- b. Media representatives should refrain from any behaviour that disrupts the proceedings or interferes with the rights of other attendees.
- c. Media representatives are responsible for ensuring the accuracy and fairness of their reporting.

7. Media Spokespeople

- a. The Chair of the Board of Trustees is the official spokesperson of the Board of Trustees. Media requests to the Chair that address issues related to the Board of Trustees or issues of policy or governance are to be directed to the Communications Manager.
- b. The Director of Education is the official spokesperson of the DDSB. The Director of Education addresses matters related to the operations of the DDSB. The Director of Education may assign a delegate to address special media requests. Media requests to the Director of Education are to be directed to the Communications Manager.
- c. All other media requests are to be directed to the Communications Manager. All requests for live interviews must obtain explicit and expressed permission prior to arrangements being made.

8. Amendments to the Protocol:

- a. The DDSB reserves the right to amend this media protocol document as deemed necessary.

Adherence to this protocol is essential for maintaining a productive and respectful environment at all schools and worksites and during DDSB Board and Committee Meetings. The DDSB appreciates the cooperation of media representatives in following the guidelines outlined in this document.

For further inquiries, please contact:

Cory Wilkins
Communications Manager
Durham District School Board
cory.wilkins@ddsb.ca
communications.department@ddsb.ca
905-666-6313