



**NANAIMO LADYSMITH PUBLIC SCHOOLS
STRATEGIC DIRECTIONS COMMITTEE
PUBLIC MEETING
INFORMATION SHEET**

DATE: June 11, 2025
TO: Strategic Directions Committee
FROM: Gillian Robinson, Executive Director, Communications, Privacy, Community Engagement
SUBJECT: Administrative Procedure - Media Relations

Background

As part of our ongoing review of our Administrative Procedures to ensure currency, we have reviewed AP 322 – Media in schools (the “AP”).

This information sheet outlines the changes to the AP, in addition to changing the name of the procedure from Media in Schools to Media Relations.

Discussion

This AP has been updated to reflect the broader scope of the district’s relationship with media- beyond our schools. The AP provides a comprehensive overview of media relations in the district including the role of superintendent, executive director of communications and spokespersons.

The revised AP aligns with our current practice of the Communications Department receiving all media requests. Our school administration are exceptionally busy throughout the year and having communications receive and reply to media requests ensures requests are met in a timely manner. The revised AP also aligns with the practices of other school districts in BC.

Appendix A: Revised Administrative Procedure – Media Relations