

**Association of Yukon School Councils, Boards & Committees
(AYSCBC)**

Policy:
Public Relations/Media Enquiries

Date adopted: February 9, 2012
Date reviewed: _____

Intent:

The Public Relations/Media Enquiries Policy is designed to ensure consistency in protocol for handling matters relative to the media.

Process:

AYSCBC has designated media spokespersons. Only authorized Executive Members or the Executive Director may speak to the news media about AYSCBC's business or issues relating to AYSCBC's programs, those served or staff.

If an Executive Member who is not authorized as a spokesperson is approached by the media and asked for comment relating to any of the aforementioned bodies, services, or issues, that person will direct the enquirer to the appropriate respondent.