

ADMINISTRATIVE REGULATIONS

Title: District and School Publications

Category: Education

Number: 1380

I. Rationale

District and school publications, including newsletters, yearbooks, and other media distributed by the district and schools, play a critical role in fostering communication, celebrating student achievements, and building a sense of community. These publications must reflect the principles of inclusion, equity, and respect for diversity, ensuring that all students and members of the school community are represented fairly and respectfully.

This procedure ensures that all school publications align with the values and policies of the BC Ministry of Education and Childcare, the **BC School Act** (https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/96412_00), and district policies, promoting inclusivity and equitable representation of all students.

II. Procedure

This procedure outlines the expectations and responsibilities for the creation, content, and distribution of all district and school publications, ensuring adherence to the principles of equity and inclusion.

A. General Guidelines for District and School Publications

District and school publications, including but not limited to newsletters, yearbooks, bulletins, digital media, and websites, must:

1. **Inclusive Representation:** Reflect the diversity and inclusivity of the district and school community, ensuring that all students, regardless of gender, race, ethnicity, ability, or background, are represented fairly and equitably. Include content that is respectful, accurate, and free from bias or exclusionary language, with an emphasis on celebrating a wide range of student successes—academic, athletic, artistic, social, and includes the full range of student experiences.
2. **Consent and Privacy:** Respect privacy and consent guidelines by obtaining necessary permissions before using students' names, photographs, artistic, literary, and written materials in any publication.
3. **Tone and Themes:** The tone of district and school publications should be positive and inclusive, excluding content that could perpetuate stereotypes or marginalize any group of students.
4. **Celebration of All Students:** Yearbooks, in particular, should serve as a celebration of all students. All aspects of student life—cultural events, academic achievements, sports, arts, and extracurricular activities—should be celebrated with equity in mind.

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B. Education and Responsibility

The Superintendent and Communications Officer hold ultimate responsibility for ensuring all district publications meet the standards outlined in this regulation, while the principal holds ultimate responsibility for ensuring all school publications meet the same standards.

1. Ensure that all publications, including newsletters, yearbooks, and digital media are appropriately reviewed before they are shared.
2. Ensure that all publication teams, such as the yearbook committee, receive education on equity, inclusion, and the importance of diverse representation.
3. Address any concerns raised by students, staff, or families regarding the content or process of any publications.
4. Ensure compliance with the **BC Human Rights Code**
https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/00_96210_0,
the **School Act**
https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/96412_00,
and district policies on equity and inclusion.

Where the Superintendent, Communications Officer or principal delegates authority for review of publications, additional diligence is required based on the profile of the publication. For example, the yearbook should undergo a thorough review by the responsible staff member and a final review by the principal, whereas a brief announcement on the school's internal "app" by an administrative assistant may not require secondary review.

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References:

- BC School Act:
https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/96412_00 (*Sections related to equity and student rights*)
- Equity in Action Framework, BC Ministry of Education:
<https://www2.gov.bc.ca/gov/content/education-training/k-12/administration/program-management/indigenous-education/equity-in-action>
- BC Human Rights Code:
https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/00_96210_01
- District Policies and Regulations on Equity, Inclusion, and Communications:

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- Policy 20. Sexual Orientation/Gender Identity: https://sd46.bc.ca/wp-content/uploads/20_sexual_orientation.pdf
 - Policy 25. Anti-Racism: https://sd46.bc.ca/wp-content/uploads/25_anti-racism.pdf
 - Policy 28. Anti-Poverty: https://sd46.bc.ca/wp-content/uploads/28_anti-poverty.pdf
 - Regulation 1370 – Responsible Use of Social Media: <https://sd46.bc.ca/wp-content/uploads/1370-Social-Media-.pdf>