



ASD-W COMMUNICATIONS

→ OCTOBER 23, 2025





ROLES AND RESPONSIBILITIES

- Media Response and Monitoring
- Emergency & Crisis Communications
- RTIPPA Coordination (Right to Information and Protection of Privacy Act)
- ASD-W Policy Updates and Policy Support
- Internal/External Communications (Staff, Families, Media Releases, Etc)
- ASD-W Website Maintenance
- Web Training and Support for Schools
- Social Media Management and Support
- Branding, Design, Display
- Internal News Coverage (Anglophone School District West – Excited. Involved. Prepared.)
- Advertising, Marketing, Promotions



ASD-W
Anglophone School District West



MEDIA SUMMARY 2024-25

Media Outlet	# of Requests	# of Reporters
Postmedia (Telegraph, Gleaner)	70	11
CBC	68	20
CTV	16	6
Global	12	6
River Valley Sun	12	3
Fredericton Independent	3	1
Radio-Canada	4	3
Acadie Nouvelle	3	2
	188	52

188 Media Requests

52 Reporters

8 Media Outlets

MEDIA HIGHLIGHTS 2024-25



The Bats of Tobique Valley High School

- 30+ Media Inquiries Spanning from March to July 2025
- National Coverage (Picked up by CP and featured in dozens of national publications, websites and even a research journal)
- Social Media – You can still find videos on Youtube and TikTok

[N.B. school battling with endangered bat infestation closes for remainder of year – Winnipeg Free Press](#)

[CTV - New Brunswick school to close over bat issues](#)

[Paul Bennett: | Telegraph-Journal](#)

[Bats take over this New Brunswick school. Some students say they were even chased by The Native Press](#)



MEDIA HIGHLIGHTS 2024-25

- **District Budget Reductions/ Staffing**

[More than 150 non-classroom teachers to be sent back into schools School library staff eliminated across Anglophone West as part of cost cuts for next year | CBC News](#)

[Laid off library workers told they have their job back | Telegraph-Journal](#)

[Library workers issued notice of layoffs — again — a month into new school year | CBC News](#)

- **Bell Schedules – Fredericton/Oromocto Half Days**

[UPDATE: Half days coming to an end at Fredericton, Oromocto schools](#)

[School district hires firm to manage dozens of complaints over changes to school day | CBC News](#)

[Fredericton, Oromocto schools doing away with half-days, changing staggered start times | CBC News](#)

