

# MEDIA

## POLICY

### **Rationale:**

- The media provides unrivalled opportunities to promote school achievements and activities, but must be used in a manner that enhances our school image and does not infringe departmental requirements.

### **Aims:**

- To use the services of the media (television, newspapers and radio) to enhance and promote community perceptions of our school, our staff and our students.

### **Implementation:**

- Our school recognises the advantages of promoting its achievements and activities via wider professional media services.
- Our School Promotions Committee will coordinate any and all media activities.
- In doing so, the committee will seek the approval of the principal before any contact is made with the media.
- Department of Education employees are free to make public comment on issues relating to education, but in doing so, we are wary not to make comments that can be construed as negative criticism of our school, our community, School Council, staff, the Department of Education or community members.
- As a matter of professional courtesy, and in relation to issues of duty of care and legal liability, all staff are required to liaise with the principal or supervising officer prior to making any formal statement that bears on the organisation or program of the school or place of work.
- Formal media statements on behalf of the school are to be made by the principal or School Council president.
- Similarly, any approaches by the media to the school or its employees for comment or information must be immediately redirected to the principal.
- Members of the media are aware that they are not to enter the school grounds without the principal's consent, but they are entitled to film the school and/or seek comments from parents from outside the school boundary.
- The principal may refer inquiries to the Department of Education's Media Relations Branch, particularly if they appear to be of a potentially sensitive or controversial nature.
- Prior to any student's image, name or work appearing in the school newsletter or the wider media or any other third party, written consent must be provided by parents.
- The Permission to Publish form must be used to obtain such consent. This form is sent home at the beginning of each year.

### **Evaluation:**

- This policy will be reviewed as part of the school's three-year review cycle.

This policy was last ratified by School Council on....

**March 2019**