



MEDIA POLICY

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Responsible Officer:
Principal

Approved by School Council:
12/2/2014

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Context

It is essential that Horsham College communicates clearly and accurately with the media. This policy is designed to ensure that there is a consistent, informed representation made to media outlets on promotional and other issues.

Background

Horsham College has traditionally had very strong links with the media. These links have been beneficial in the past and the intention herein is to ensure that these positive links continue to grow and flourish.

General Principle

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

The College recognises the advantages of promoting its achievements and activities via wider professional media services.

The College will aim to use the services of the media to enhance and promote the image of the College, its staff and students in the community.

Guidelines

1. Formal media statements are to be made by the Principal, School Council President or their delegate.
2. Approaches by the media to the school, or its employees, for comment or information must be immediately redirected to, or discussed with, the Principal.
3. Department of Education and Early Childhood Development employees are free to make public comment on issues relating to education, but in doing so, must be wary not to make comments that can be construed as negative criticism of our School, our School Community, School Council, Staff or Community Members.
4. As a matter of professional courtesy, and as a requirement of Section 3.6 of the Teaching Services (Conduct of Duties) Order 1998 staff will communicate with the Principal before making public comment on any educational issue that may adversely impact on the organisation or program of the school.
5. The DEECD Media Unit (9637 2871) may be consulted for advice and support on handling difficult school-related matters with the media.
6. The media is not permitted to enter the school grounds without the Principal's, or Principal's delegate, consent.