



# MEDIA POLICY

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Responsible Officer:  
**Principal**

Approved by School Council:  
**1.9.21**

Date Created: 12/10/2004

Last Updated 24/7/21

Review Date: 2024

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## Purpose

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.

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

Formal media statements are to be made by the Principal, School Council President or their delegate.

Approaches by the media to the school, or its employees, for comment or information must be immediately redirected to, or discussed with, the Principal.

The media is not permitted to enter the school grounds without the Principal or Principal's delegate's consent.

Principals must obtain parental consent before agreeing to a student being photographed by the media or releasing any information about a student to the media. Refer to Photographing, Filming and Recording Students Policy.

The department's Media Unit can be contacted on 8688 7776 [media.unit@education.vic.gov.au](mailto:media.unit@education.vic.gov.au) for media advice seven days a week, including after hours, to support Principals with urgent media issues. For example, Principals are encouraged to seek advice if any media outlet contacts the school for comment or attends the school.

## **Related Policies & Documents**

- Photographing, Filming and Recording Students Policy
- School Communications Toolkit – <http://www2.education.vic.gov.au/pal/school-communications-toolkit/policy>
- Ministerial Order 1038

## **Review Cycle**

This policy will be reviewed in accordance with the Policy Review Schedule