

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.
- Any member of staff organising media will seek the approval of the principal before any contact is made with the media.
- Department of Education and Early Childhood Development (DEECD) 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 DEECD 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 DEECD'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, written consent must be provided by parents.
- The following Media Consent form must be used to obtain such consent.

Evaluation:

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

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

October 2009

MEDIA CONSENT FORM

Throughout the year, our school seeks photos of the students, their names, and/or samples of their work to use in the school newsletter or year book, to publish in local newspapers, to appear on television, to be mentioned on radio, or to appear on our school website.

Prior to any of these activities taking place, the consent of parents must be obtained.

Please tick below to indicate whether or not you consent to the following:

- Yes, I consent to my child's photo, name and/or work samples being published in the newsletter or yearbook.
- Yes, I consent to my child's photo, name and/or work samples being published in the local newspaper.
- Yes, I consent to my child appearing on television articles.
- Yes, I consent to my child speaking on radio.
- Yes, I consent to my child's photo appearing on the school's website.
- Yes, I consent to my child's first name appearing on the school's website.
- Yes, I consent to my child's work samples appearing on the school's website.

ADDITIONAL COMMENT:

STUDENT'S NAME:

STUDENT'S CLASS:

PARENT'S SIGNATURE:

DATE: