



## FLOREAT PARK PRIMARY SCHOOL

CHANDLER AVENUE, FLOREAT, WESTERN AUSTRALIA 6014

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### **MEDIA POLICY 2009**

This media policy is devised to ensure that the School speaks with a strong factual voice on all matters pertaining to its operations and values. This policy identifies a protocol to be followed in relation to media contact, and procedures to be followed to ensure that positive outcomes are maximised for the School. The policy is relevant to anyone working in the School, or acting on behalf of the school, who interacts with the general media.

*As a general guideline any media enquiries should be directed to the Principal, who is in the best position to present a considered response on issues relating to the School's operations, values and the potential consequences of any such media contact on staff/children's safety and privacy.*

Where the school or any employee is contacted by the media on any matter or issue arising in the School, the following policy will apply:

- The employee will refer the media person to the Principal, in the first instance.
- The employee will provide the Principal with the name, organisation and contact number of the media person.
- In the case of serious matters or issues, the Principal shall notify the relevant individual(s) in Department of Education and Training.
- The Principal will determine who should speak to the media and/or whether it is more appropriate to provide a written statement made on behalf of the School.
- The Principal shall, where it is considered appropriate, seek expert advice on dealing with the media.

From time to time individuals other than School staff may be asked by the media to comment on issues related to the School, or seek to engage the media on issues related to the school. These could be members of the School Council, the P&C or its subcommittees.

- All such approaches or requests must be referred to the Principal who will discuss the issue with the individual and decide on the appropriate course of action.