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# Board Policy |

## Media Communications |

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### Introduction

1. As a State Integrated School, the Middleton Grange School Board requires that all aspects of this policy be guided by the Special Character Policy.

### Positive media relationships and publicity

2. Middleton Grange School values positive relationships with the media whether we are seeking publicity or responding to a media query. We are confident, respectful, open, and honest in our interactions with the media. We do our best to be accessible and respond as quickly as possible.

### Media spokesperson

3. At our school, the appointed spokespeople for media contact are the **Principal and/or Board Presiding Member**. The Principal and Board Presiding Member will work closely to prepare a response to a media query and will determine together who will speak to the media about an issue.
4. Media spokespeople should receive appropriate media training.
5. **ONLY THE SCHOOL'S SPOKESPERSON FOR MEDIA CONTACT IS AUTHORISED TO PROVIDE COMMENT TO THE MEDIA.**

### Receiving a media query

6. Media queries may be received outside of work time.
7. Any media contact with the school gets immediately referred to the Principal via his/her Executive Assistant. No other persons are authorised to comment to the media.

### Responding to a media query

8. The spokesperson should take any necessary time to consult, discuss and/or prepare their response before returning the journalist's call. Where the media request relates to a Special Character issue, the Proprietor should be consulted.
9. The school will always respond to a media request in a timely manner, being cognisant of media deadlines. Wherever possible, endeavour to respond to the media within 24 hours.
10. At all times the interests of students, staff and the school community should be a priority over responding to media enquiries. It is important also that the school keeps the community updated about issues that are being reported on by media, so they are at least as informed as the media and wider community.

**Serious issues**

- 11. Seek advice if the issue has implications for the school's reputation, is serious, contentious, or sensitive, or if there are employment, legal, or privacy considerations. The school will respond in writing only to ensure that the school has put forward an accurate, fair, and considered response.

<b>MIDDLETON GRANGE SCHOOL BOARD</b>	
Board copy of the Policy to be signed by the Board Presiding Member	
<b>Name</b>	
<b>Position</b>	
<b>Signed</b> on behalf and with the authority of the Board	
<b>Date</b>	August 2022
<b>Next Review</b>	August 2025