



Board Policy |

Media Communications |

Introduction

1. Because Middleton Grange is a State Integrated School, the Board requires that our Special Character Policy guides all aspects of this policy.

Positive media relationships and publicity

2. Middleton Grange School values positive relationships with traditional media (e.g. newspapers, television, radio), whether we are seeking publicity or responding to a query. We see interactions with traditional media as a way of commending the gospel and promoting our Special Character. Get
3. We will be confident, respectful, open, honest and proactive in all our interactions with traditional media. We will do our best to be accessible and to respond to queries as quickly as possible.

Media spokespeople

4. The appointed spokespeople for responding to queries from traditional media are the **Principal and/or Board Presiding Member**. The Principal and Board Presiding Member will work closely with each other to prepare a response to a media query and to determine who will deliver the response.
5. Only the Principal and Board Presiding Member are authorised to provide comment to traditional media. The Principal and Board Presiding Member may, by mutual agreement, delegate any other person or people to respond to a query on their behalf.
6. Any staff member who receives a query from traditional media must decline comment and must inform the Principal, via his or her Executive Assistant, immediately.
7. Media spokespeople will receive appropriate media training.

Responding to a query from traditional media

8. While understanding that the School may be asked to comment on specific issues, our top priority in all interactions with traditional media will be to commend the gospel of Jesus Christ and to point people to the Lord.
9. The Principal and Board Presiding Member, or their delegated spokesperson(s), should take time to pray before responding to a query. They should also take any necessary time to consult, discuss and/or prepare their response, particularly considering what passages of Scripture and/or biblical principles will best inform the response.
10. Any comment made must be in line with our Special Character. Where the media query relates specifically to a Special Character issue, the Proprietor should be consulted prior to the response being made.

11. The School will always respond to a query in a timely manner, being cognisant of media deadlines. We will do our best to be accessible, and wherever possible will respond to a query within 24 hours.
12. Where appropriate or necessary, the School may decline to comment.
13. Response to a query from traditional media may also include using other media to address the issue at hand. This may include any media the Principal and Board Presiding Member consider appropriate, including (but not limited to) social-media posts, videos, livestreams, emails, podcasts, digital newsletters, or written articles. These responses may be in addition to or instead of a direct response to the initial query.
14. At all times, the interests of students, staff and the School community take priority over responding to media queries. The School will keep the community updated about issues that are being reported on by traditional media, so they are at least as informed as the wider community.

Addressing serious issues

15. Where a query has implications for public discussion of the gospel, or where it relates to an issue that has obvious implications for the School's reputation—for example, if the issue is serious, contentious, or sensitive—or if there are employment, legal, or privacy considerations, the Principal and Board Presiding Member should seek advice from other parties—including the Proprietor, the Board, an appropriate media consultant, or the Senior Leadership Team—before responding to the query.
16. In order to provide an accurate, fair and considered response, the spokesperson will respond in writing only.
17. The School will inform its staff and parent communities directly about any serious issues being reported by traditional media. The School will seek to ensure that these communities are informed as promptly as possible, ideally before reports appear in traditional media.
18. In the event of rumours or misleading information circulating online about any matter, the School may use its official channels to provide accurate updates and/or corrections in a timely manner.

Use of social media and other new media

19. The School will actively seek opportunities to commend the gospel and promote the School's Special character using new media, including (but not limited to) social media, videos, livestreams, podcasts, digital newsletters, or written articles.
20. All School social-media accounts operate under the authority of the Principal and Board Presiding Member, but may be operated and updated by their appointed delegate(s). All information posted on the School's social media must uphold and be in line with the Special Character.

Staff use of social media

21. In all their online activity, staff should conduct themselves "in a manner worthy of the gospel of Christ" (Phil 1:27) and in a way that upholds the School's values and Special Character.
22. Staff must not make any public statements that conflict with, or could reasonably be perceived to conflict with, the School's Special Character.

23. Staff must not share confidential information about the School or identifiable images or details of students without explicit permission.

MIDDLETON GRANGE SCHOOL BOARD	
Board copy of the Policy to be signed by the Board Presiding Member	
Name	
Position	
Signed on behalf and with the authority of the Board	
Date	September 2025
Next Review	September 2028