



POLICY DEALING WITH THE MEDIA

OVERVIEW

On some occasions the press and other media may become interested in the work or events of the school. This policy sets out how members of staff are to deal with media interest.

OBJECTIVES.

1. To ensure that requests for information from the media are handled properly and professionally.
2. To ensure that only appropriate and accurate information about the school is put in the public domain.
3. To ensure that only those who have the headteacher's permission to speak to the media do so.

STRATEGIES.

1. All media enquiries will be directed to the headteacher.
2. Only the headteacher, senior staff or others given permission by the headteacher, will deal with the media.
3. The help and advice of the LA press relations office will be sought if the media becomes interested in the school and before any statements are made to the media.
4. Only the headteacher will give permission for the media to visit the school site.
5. Parents, staff and learners will be informed if the media are to visit school to report, record or photograph events.
6. Parents will be consulted before their children are exposed to media coverage.

OUTCOMES

This policy will promote the excellent ethos of the school. It will ensure that the school is reported in the public domain in the best possible light.

Agreed by the Governing Body – October 2015.