

ST EUPHEMIA COLLEGE

K-12



MEDIA RELATIONS POLICY

2014

1. Policy Statement

This Policy supports students and staff of St Euphemia College in the promotion of achievements of the College through the media. It also helps to provide an informed and appropriate media coverage of School community issues.

2. Applicability

This Policy applies to all staff employed by St Euphemia College.

3. Context/Rationale

The Principal will approve and manage all media enquiries linked to the School. In the Principal's absence, the Delegated Authority will be responsible for all media relations.

Reference to media relations is contained in the Critical Incident Policy. Staff need to be familiar with the information contained in the Critical Incident Policy and its accompanying Procedures.

Parental permission must be obtained if students are to be photographed, filmed, interviewed or otherwise identified by the media.

4. Roles and Responsibilities

All staff at St Euphemia College have the responsibility to report all media contact directly to the Principal.

5. Monitoring, Evaluation and Reporting Requirements

The Principal is responsible for monitoring the implementation and effectiveness of this Policy.

6. Policy Review

This Policy be reviewed and updated as necessary.