

Pyalong Primary School Policies

PYALONG PRIMARY SCHOOL MEDIA POLICY

Rationale:

- The media provides unrivalled opportunities to promote school achievements and activities, but must be used in a manner that enhances our school image and does not infringe departmental requirements.

Aims:

- To use the services of the media (television, newspapers and radio) to enhance and promote community perceptions of our school, our staff and our students.

Implementation:

- Our school recognises the advantages of promoting its achievements and activities via wider professional media services.
- Our School Principal will coordinate any and all media activities.
- Department of Education and Training employees are free to make public comment on issues relating to education, but in doing so, we are wary not to make comments that can be construed as negative criticism of our school, our school community, School Council, staff or community members.
- As a matter of professional courtesy, and as a requirement of Section 3.6 of the Teaching Services (Conduct of Duties) Order 1998 staff will communicate with the principal before making public comment or formal statement on educational issues or that bears on the organisation or program of the school or place of work.
- Formal media statements are to be made by the principal or School Council president.
- Similarly, any approaches by the media to the school or its employees for comment or information must be immediately redirected to the principal.
- The principal may refer inquiries to the DEECD Media Unit, particularly if they appear to be of a potentially sensitive or controversial nature.
- Prior to any student's image, name or work appearing in the school newsletter or the wider media, written consent must be provided by parents.
- A Media Consent form must be used to obtain such consent. This consent form is attached to the enrolment form.

** Media Consent form updated November 2016

Key Link

Pyalong Primary Child Safe Policy and Code of Conduct

Evaluation:

- This policy will be reviewed annually as part of the school's three-year review cycle.