



Oakleigh Grammar

Policy Document Name	Media Communications Policy
Date Ratified by Board of Management	November 2022
Date for Review	November 2025

1. Purpose

Good relations with the media are a valuable asset for any organisation. Positive media coverage helps increase awareness of the School and strengthens Oakleigh Grammar's reputation as a leading educational institution. In these instances, the media can aid in reinforcing positive attitudes about the School amongst our current, past and future parents and students.

However, if not managed correctly the media can also have a negative impact on our School and must therefore be managed with care.

This policy details best practice for dealing with the media.

2. Policy

School Spokesperson

- The Principal is the official spokesperson on behalf of the School.
- Staff and students should not make comments to the media without prior approval from the Principal.
- All requests from the media should be referred to the Principal in the first instance.
- Members of staff contacted individually by the media for information or comment must refer such requests to the Principal in the first instance. Refrain from providing any information, no matter how insignificant it may seem. Ask the journalist what information he or she requires, which newspaper, magazine, radio or television station or web publication they represent, what their deadline is, and the best way to contact them. Pass this information onto the Principal.
- All requests for students and staff to appear on radio, television or make comment to the media must have the Principal's prior approval.
- All requests for television crews to film on School grounds must have the Principal's prior approval.
- In the Principal's absence, the Head of Marketing, Deputy Principals or Heads of School should be consulted for approval.
- The Principal is to be informed of unplanned visits to the campus by media representatives (journalists or photographers).
- Media representatives on campus are to be accompanied by a staff member at all times, and are required to supply a photocopy of their WWC check card.

As the media is free to print, broadcast, telecast, make editorial comment and edit all information supplied to them according to their own agenda, our dealings with the media must be handled consistently and carefully. Having a single spokesperson helps ensure this consistency.

Photography

- If an individual is requesting permission to take photographs or film inside any Oakleigh Grammar facility, contact the Principal to source approval. If a journalist or camera crew shows up unannounced (more likely to occur in a crisis situation) contact the Principal as soon as possible so the journalist or camera crew's newsroom can be contacted to obtain clarification. The media cannot enter a Oakleigh Grammar to photograph or film without permission although, our School is unable prevent media from obtaining footage from the exterior of the building.

3. Positive media coverage of School good news stories.

Staff who know of upcoming events, student achievements and awards which would attract positive media coverage are requested to inform the Principal and Head of Marketing as soon as possible.

The Head of Marketing is responsible for drafting media releases, in consultation with the Principal. The draft will be approved by the Principal before it is released to the media and the general public.

4. Potential negative media coverage

If there is a danger of negative news about the School coming out in the media, the School will inform staff, and the wider community prior to it coming out in the press.

5. The Arrowsmith Program

When communicating to an external audience about the Arrowsmith Program's suite of cognitive exercises, it is important to provide the audience with meaningful information while protecting the intellectual property (IP) of the Arrowsmith Program.

It is important to keep the discussion around the cognitive functions, not the exercises or exercise procedures themselves.