BASIC BELIEF
The media provides 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. Services of the media (television, newspapers, internet and radio) can be used 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 Promotions Committee will assist with media activities and seek the approval of the principal before any contact is made with the media.
• A School Council budget will be allocated for school promotion and advertising.
• Department of Education and Early Childhood Development (DEECD) 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 regarding Mansfield Primary School are to be made by the principal, School Council president or a delegate approved by the principal.
• 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/guardians.
• The following Media Consent form must be used to obtain such consent. (see attached)

This policy was ratified by the Mansfield Primary School Council on –6th June 2011

Review Date: 2014