

GOVERNORS' POLICY STATEMENT

MEDIA RELATIONS

A positive image of the school shall be projected at all times. Everyone associated with the school, including governors, all members of staff and students, should understand their responsibilities in this respect.

The school aims to carry out communication processes to the best of its ability. The 'recipient' should always be borne in mind, e.g. local community, parents, students and governors, in order to give accurate information in appropriate language which puts the school in the best light.

In order to ensure consistency and continuity, it is in the best interests of the school for all media contacts to be addressed through one person. This is particularly important if the media takes a particular interest in a sensitive issue relating to the school or one aspect of its life. Unless expressly delegated otherwise, all media contacts will be the responsibility of the Headteacher who may, on occasion, decide it is more appropriate for another member of staff or governor to undertake it. All items of news should therefore, in the first instance, be reported to the Headteacher.

As and when appropriate, Press Releases will be produced and published by the school on its website, social media feeds and distributed to media contacts as appropriate. Such notices will conform to the school's customary format. A name and contact details shall always be provided in the event that further information is required.

Press Releases may only be published with the prior approval of the Headteacher. The Chair of the Governing Body, Vice Chair and Clerk to the Governing Body should be notified of all Press Releases, e.g. by e-mailing a link to the school's website / social media postings.

The Headteacher's secretary will maintain an up-to-date list of media contacts to whom all Press Releases will be distributed.

Our Aim: 'Outstanding Progress for All'

Approved: 25.06.18

Next Review: Summer Term 2022