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Cranbourne West Primary School No. 5189

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 DET requirements.

GENERAL STATEMENT:

Cranbourne West Primary School will utilise the services of the media [television, web site, newspapers, radio and other relevant publications] to enhance and promote community perceptions of our school, staff and students.

IMPLEMENTATION:

- Cranbourne West Primary School recognises the advantages of promoting its achievements and activities via wider professional media services.
- The Learning Communities Committee will coordinate all media activities.
- The Learning Communities Committee will seek the approval of the principal prior to making contact with the media.
- A budget will be allocated each year for school promotion and advertising.
- Formal media statements are to be made by the Principal or the School Council Chairperson.
- Any approaches made 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 DET 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 school publications or the wider media, written consent must be provided by parents or guardians. A Media Consent form is sent home with each student annually to obtain parental permission.
- In the interest of cyber safety and current privacy laws, students are not permitted to be photographed or videoed on the school premises without permission of the Principal.
- There is an expectation that all members of the community respect the rights of others by not posting or distributing photographs or videos that include other community members without their express permission or consent.
- Facebook – Staff should not be 'friends' with either current or ex-students of Cranbourne West Primary School.
- Staff also need to be aware of the risk involved with being the Facebook friend of any parents at the school

EVALUATION:

- School wide opinion surveys
- This policy will be reviewed on a three year cyclic basis.