



# **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 or parents/guardians right to maintain the privacy of themselves and their children.

## **Aims**

- To utilise the services of the media (television, newspapers, radio and internet) 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 media services.
- A budget will be allocated for school promotion and advertising.
- Staff are free to make public comment on issues relating to education, but in doing so, we are aware not to make comments that can be construed as negative criticism of our school, our school community, School Council, staff or community members.
- Formal media statements are to be made 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 will refer inquiries to the Department Media Unit, 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 and the wider media, written consent must be provided by parents.
- The following Media Consent form must be used to obtain such consent. This is included as part of the enrolment package for all students for the life of the student at OPS. Parents wishing to alter this must do so in writing,

## **Evaluation**

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

# MEDIA CONSENT FORM

Throughout the year, our school seeks photos of the students and/or samples of their work to use in the school newsletter, to publish in local newspapers, to appear on television, to be mentioned on radio, or for Officer Primary School's online presence including website and social media.

Please mark the boxes below to indicate that you consent to the following:

- Yes, I consent to my child's photo, first name and/or work samples being published in the school newsletter (including online publication).
- Yes, I consent to my child's photo, first name and/or work samples being published in the local newspaper.
- Yes, I consent to my child appearing in television articles.
- Yes, I consent to my child speaking on radio.
- Yes, I consent to my child's photo and/or video, first name and/or work samples appearing online, including the school's website and social media.

**ADDITIONAL COMMENT:**

**STUDENT'S NAME:**

**STUDENT'S CLASS:**

**PARENT'S SIGNATURE:**

**DATE:**