

WOODLAND GRANGE PRIMARY SCHOOL

Policy Statement on Media Relations

- Woodland Grange wishes to establish and maintain good relationships with local/national media.
- Our aim is to present the achievements of pupils, staff and parents in a positive and supportive light, and to highlight the school's place in the community.
- Every effort should be made to ensure all communications with the media represent a true and fair reflection of the aims and objectives of the whole school community.
- All communications with press should only be through agreed channels (i.e. Headteacher, Chair of Governor, specifically nominated individuals). Non designated persons should avoid saying 'No comment' rather 'I don't have the facts' or 'I don't know'.
- All staff should be briefed as to the appropriate channel of communications in the event of a serious incident involving the school either on school premises or elsewhere – see Emergency Policy.
- Official releases of information should be made after consultation with the Governors or Management Team at the discretion of the Headteacher.
- Governors staff and parents should be kept aware of press releases of a serious nature that have been issued and media interest in the school.
- Press releases in respect of foreseeable events should be considered and prepared in good time.
- Any queries with legal or political implications should be referred to the L.A. before comment is made.
- All information supplied should be accurate, balanced and recorded.

Revised March 2015