




Dealing with the Media Policy

Ratified Date:	20 th May 2019
Signed:	
	Lynne Thornton, Chair of Governors
Review Date:	Last reviewed – 2 nd March 2020 Next review due – March 2021

REVIEW SHEET

The information in the table below provides details of the earlier versions of this document and brief details of reviews and, where appropriate amendments which have been made to later versions.

Version Number	Version Description	Date of Revision
1	Original	May 2019
2	No amendments made.	March 2020

DEALING WITH THE MEDIA POLICY

Overview

When contacting the media about an event, in the event of an emergency or incident all staff and governors should follow the principles outlined in the policy below.

Aims

- To ensure that clear lines of communication and accountability are observed between the school and media when dealing with an incident or emergency.
- To ensure that requests for information from the media are handled properly and professionally.
- To ensure that the principles of data protection and confidentiality are observed.
- To ensure families whose children are on the 'no publicity list' have their privacy protected.
- To ensure that only those who have the Head Teacher's/CAA Trust permission to speak to the media do so.

Principles

All media enquiries will be directed to the Head Teacher or Chair of Governors

- All statements/interviews regarding events or activities related to the school should only proceed if the permission of the Head Teacher is obtained. If permission is granted details of pupils/staff addressed and personal details should not be released to the media. The full name of the pupil and their age can be released, providing the child does not appear on the 'no publicity list' held in the school office. All staff must ensure that no pupil on the list is included in a media photograph, video or in any form of communication with the media. It is critical that those families affected by the issue or incident give prior permission, where possible, to individual pupils.
- In the event of the closure of the school e.g. in case of snow, lack of heating, the Head Teacher will use the local media to publicise the closure to help inform parents. The Academy website will be the first point of reference.
- In the event of an incident or emergency only the Head Teacher, in consultation with the Chair of Governors should release a media statement or be party to an interview. The Head Teacher and Chair of Governors should jointly seek advice from a solicitor or professional service where applicable. Where possible a meeting of the full Governing Body should be called to agree the wording of such a statement, in very serious circumstances.

- Other staff and governors should not enter discussion with the media and should refer the media to the Head Teacher.

This policy should be read in conjunction with CAA's:-

- Social Media Policy
- Emergencies and Critical Incidents