

Kimbolton School MEDIA POLICY

RATIONALE:

The objective of Kimbolton School's media policy and guidelines is to ensure that the information contained in all communication is consistent, accurate, fair and timely.

GUIDELINES:

1. There is to be one person appointed to be the media spokesperson for Kimbolton School. Staff and BOT must know who this person is and refer all comment to them. It is preferable that this person has training in media relations. In most cases this person will be either the principal or the BOT chair.
2. It is preferable to have a written, prepared statement which is approved by the Board and school's insurers. This is to avoid the possibility of being misquoted and saying things under pressure which may not be helpful to the school's legal position. This statement should be emailed to reporters who have expressed an interest in talking to the school.
3. The school spokesperson must not talk about specifics of a case, or make statements that may be interpreted as bias or predetermination. Comments should be in general terms about school policy, culture and a commitment to be open minded in resolving disputes or issues.
4. The school spokesman should remain objective, calm and reasonable when being interviewed.
5. Staff members are not to comment
6. The focus must remain on the issue/issues rather than personalities. Reporters sometimes seek an emotional response e.g. anger, frustration, despair. These should be avoided where possible.
7. In the event of a fire refer media personnel to Fire and Emergency New Zealand.
8. FOLLOW guidelines as attached

Signed _____

Date _____