

ST PHILOMENAS - PUBLIC RELATIONS POLICY

1. RATIONALE

It is important to have good interaction and communication within the school community and with everyone in our school district. That good communication with parents and the public is essential to communicate between school and home, to promote St Philomenas to the wider community and to provide guidelines for communicating in a crisis.

2. AIMS

- 2.1 To improve communications between school and home.
- 2.2 To foster positive media relations to promote the schools events and accomplishments to the school, wider community, friends and associates of St Philomenas.
- 2.3 To provide guidelines as to how to communicate with the school, with the parents and the wider community in a crisis.

3. IMPLEMENTATION

- 3.1 When dealing with visitors to the school, parents or the wider school community the person making the first communication should do so in a courteous, friendly and helpful manner whether it be meeting personally, answering the phone or answering correspondence.
- 3.2 Phone calls to be returned promptly.
- 3.3 Parents and community members should be notified of meetings well in advance and time allowed in such meetings for audience discussion.
- 3.4 Community to be notified of school events with parents especially given enough notice so that they may arrange schedules to attend.
- 3.5 The principal to appoint an appropriate member of staff to be the school's media officer whose duties will be:
 - To foster relations with the media servicing the town.
 - To communicate with the media as to up coming events and accomplishments by St Philomenas.
 - Create a list with the names and numbers of key media contacts in the Moree district.
 - To be the recipient of items of interest howsoever received by the school and to deal with such items promptly.
- 3.6 Crisis Management
 - The principal to be the only authorised spokes person. If the principal is absent then his or her place is to be taken by the assistant principal.
 - The teachers and staff to be first informed with any crisis.
 - After the teachers and staff are informed the parents must be informed.

- Principal to write a statement to be sent home with all students on the day the crisis occurs stating the facts and how the school intends to respond.
- Principal to be prepared with facts in writing in anticipation of media calls.
- Principal to be honest and not lured into speculation and to stick to the facts. If an answer to a question is not known, principal to admit it and offer to get back to reporter and then do so.

4. EVALUATION

The policy team will be responsible for the annual review of the public relations policy. The review will be based on the success of the various communication strategies used by the school. Feedback from staff, parents and the wider community will be noted and used in the evaluation.

Last Review Oct 08 Next Review July 10