

NAG 2—Documentation and Self Review

Media Policy

Rationale

The services provided by Regional Health Schools are not well known. Northern Health School can benefit from the general public and our stakeholders gaining a greater understanding of the way we operate and the service we provide for students with high health needs.

Northern Health School wishes to present a positive impression of our school and the work we undertake.

Purpose

To ensure that there are clear delegations and guidelines for trustees and school staff who may be approached by media representatives for interview or comment regarding NHS and our work.

Guidelines

- a) The Board Chair and Principal are the delegated Northern Health School media spokespersons.
- b) The Board Chair or Principal may delegate a particular trustee or staff member who is able to speak on behalf of the school for a particular purpose.
- c) If any trustee or staff member is approached by the media to make any comment on behalf of the school they should not respond unless they have approval from the Board Chair or Principal. (Refer School Crisis Communication Plan) When making any statements to the media, spokespersons must comply with privacy and other legislation. If students are to be involved, particularly with visual media, permissions must be obtained using either the school's template or documented phone consent.
- d) During every Board term of office the Chair, Principal and any other nominated trustee or staff member will undergo media training.

Adopted	<u>June 2020</u>
Chairperson	_____
Review Date	<u>June 2023</u>