



ST BEDE'S COLLEGE BOARD OF TRUSTEES – POLICIES

CM9 – PUBLIC RELATIONS

RATIONALE:

St Bede's College values the high regard in which it is held by many of its past and present students and staff, parents and caregivers and the wider community. An honest, positive and proactive approach to requests from the media for information and comment will best maintain this valued respect.

The Board of Trustees recognises that any comment made on behalf of the College must be made by the appropriate person and must reflect the Special Character of St Bede's.

PRINCIPLES:

1. To ensure the College has clearly defined public relation roles:
 - a) The only official media spokesperson for the College on all issues excluding Board matters is the Rector, unless otherwise delegated by the Rector.
 - b) On all Board related matters that do not concern the day-to-day operation of the College, the Board Chairperson is the only spokesperson to be interviewed or quoted.
2. To ensure that media statements reflect the College Special Character and goals as expressed in its Strategic Plan and Charter.

ADDITIONAL RELEVANT POLICIES

Nil

SCHOOL PROCEDURES THAT RELATE TO THIS POLICY

Nil

DATE APPROVED	19 Nov 2012	RESPONSIBILITY:	Community
REVIEW PERIOD	3 yearly	DATE LAST REVIEWED	November 2012