

# St Bede's College



CM9 – PUBLIC RELATIONS



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### 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. However, this must be balanced against confidentiality, particularly if enquiry is about individual boys.

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. Before responding to the media on any issue, the Rector is required to discuss his suggested response with the Chairperson to gain consensus.
  - 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.
  - c) Where requests are made to either the Rector or the Board of Trustees, best practice is to ask for any questions to be put in writing.
  - d) The Rector and Chairperson should decide jointly whether external advice is required from either the MOE or STA or their legal advisors, before responding to media requests.
2. To ensure that all print and online media articles and statements reflect the College Special Character, and goals are expressed in its Strategic Plan and Charter.
3. To ensure that all communications on behalf of St Bede's College and all associated groups are strictly in accordance with the St Bede's College current brand guidelines.

### Additional Relevant Policies

Nil

### School Procedures that relate to this Policy

Nil

<b>DATE APPROVED:</b>	21 May 2018	<b>RESPONSIBILITY:</b>	Community
<b>REVIEW PERIOD:</b>	3-yearly	<b>DATE LAST REVIEWED:</b>	February 2021