

PUBLIC RELATIONS POLICY

Purpose

To ensure any comment on behalf of the school is made by the appropriate person

Policy Statement

Christchurch Boys' High School 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. The School is often sought by the media (newspapers, radio and television) for comment as an educational leader and benchmark for boys' secondary education. An honest, positive and proactive approach to requests by the media for information and comment will best help maintain this valued respect. Media strategies and press releases should reflect the School's core values and goals as expressed in its strategic plan and charter.

The School has clearly defined public relations roles. This ensures that accurate, consistent, strategic and timely comment and information is conveyed about the School, its policies and activities.

The only official media spokesperson for the School on all issues, excluding Board matters, is the Headmaster, unless specifically authorised by the Headmaster.

On all Board-related matters that do not concern the day-to-day operation of the School, the Chairperson is the only spokesperson to be interviewed or quoted.

Because the school is a reference point on many educational issues the Board/Headmaster need to consider media training for any key spokespersons.

Regulations

Meetings Act 1987

Procedures

Authority and delegations

- Media attendance at Board meetings is detailed in the Governance Manual: Meeting Process

Adopted by: Board of Trustees July 2010

Next review: July 2013