**6.6 Handling the media**

**Rationale : The school could at any time become the focus of media attention if there is a traumatic incident, gross staff or pupil misconduct or as part of a wider story not specifically identifying this school**

* **Preparation for the Media**

Traumatic Incident

* designate a media spokesperson (usually the BOT or chair or principal depending on who is available ) and confirm that no one else talks
* ensure sufficient staff are available to handle incoming media and public calls
* log all calls, where possible
* transfer calls to appropriate team members and staff, ie the identified media spokesperson
* ensure all administration staff and teachers are briefed on all aspects of information flow
* develop a media response in liaison with management/the board (keeping in mind confidentiality, family/whānau wishes, information available to be released and the need to check with police and emergency services)
* determine how and what information can be released to the community (eg, using recorded phone messages and staff statements)
* liaise with others to check whether the content of all messages is culturally appropriate
* control times and places of media arrival and remind media of the effect of media coverage on children and young people – especially where an incident involves suicide
* draft letters to be sent home, include facts, summaries, information about likely reactions and support networks.

**Stories ( Good news) [Local Newspaper]**

 Invite media in for special events, achievements – brief them by email about the event

* key people
* What has been achieved or attempted?
* What is new or novel?
* Child participation/ achievement?
* Money raised / achievement
* Overcoming adversity ?

What is expected to happen next ?

Send good quality photos with caption/story if reporter can’t come out -

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