

MEDIA POLICY

	Fairholme College (Toowoomba) Pty Ltd ABN 78 096 814 130 CRICOS Provider Code 00651J		
Purpose	Fairholme College aims to engage with the media in a professional, respectful and effective manner in order to support the strategic objectives of the College and provide information in a timely manner that is accurate.		
Scope	Applies to all members of the College Community		
References	Community Code of Conduct Copyright Policy Critical Incident Policy and Management Procedure Staff Code of Conduct Staff Use of ICT Policy and Agreement		
Policy Type	Internal		
Policy Location	College Website		
Version	3.0		
Supersedes	All previous versions of this policy		
Policy Owner	Business Manager		
Review Date	3 September 2015	Next Review Date	3 September 2017
Authorised By	Principal	Date of Authorisation	

Rationale

Fairholme College aims to engage with the media in a professional, respectful and effective manner in order to support the strategic objectives of the College and provide high quality information in a timely and accurate manner by:

- a) informing the community in relation to promotion of the College curriculum, services, achievements, activities and events of significance;
- b) building the College's reputation for excellence in teaching, cultural activities, sport and service;
- c) ensuring that appropriate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature.

Communication Protocol

1. All communications with the media whether written, electronic or oral, must be authorised by the Principal or Principal's Delegate.
2. In the event of a critical incident as defined in the Critical Incident Policy and Procedures, or a matter involving reputational risk, then the Principal or Principal's delegate will liaise with the Chairman of the College Board.
3. The Publications and Promotions Manager may be authorised by the Principal or Principal's Delegate, to communicate and liaise with the media from time to time.

Other members of the College community are not authorised to represent themselves as spokespersons of the College unless authorised to do so by the Principal or Chairman of the Board of Directors.

Private Individual

Any member of the Fairholme College community, including staff who communicate with the media as a private individual must not identify themselves as a staff member of Fairholme College and must not speak on behalf of Fairholme College.

Management of Online College Communication

The Fairholme College website is used for the publication and distribution of media releases, statements, features and event information as well as providing an overview of curricular and co-curricular offerings.

The Publications and Promotions Manager is responsible through the Principal, for the day to day operational management of electronic communication in relation to the website and other College – based promotional and information based communique.