

Christ the Teacher Catholic Schools

ADMINISTRATIVE PROCEDURES

SECTION:	100 – GENERAL ADMINISTRATION	CODE:	AP 165.1
PROCEDURE:	COMMUNICATING WITH THE MEDIA		

BACKGROUND

One of the most important and often stressful tasks during or immediately after a crisis is keeping the public informed. This must be kept in balance with the maintenance of the educational process and the privacy of staff and students.

PROCEDURES

1. General Guidelines

- 1.1 Refrain from commenting on the phone. Inform media you will be available for an interview.
- 1.2 If media representatives arrive at the school only the Principal is to speak to the media.
- 1.3 Do not allow staff or students to participate in interviews.
- 1.4 Establish the Director/designate as the best source of information on the crisis.
- 1.5 Prepare basic facts truthfully, clearly, and concisely in writing.
 - 1.5.1 DO NOT identify students or staff by name.
 - 1.5.2 Facts are to include who, what when, where and how.
 - 1.5.3 The same facts are to be used consistently with all media.
- 1.6 Notify the Director/designate if media personnel arrive at the school uninvited.
- 1.7 If the Principal is away the designate will refer all media requests to the Director/designate.

2. Interview Hints

- 2.1 Talk with the media in a conversational tone.
- 2.2 Answer each question and then remain silent. Do not speculate. If you do not know something, admit it.
- 2.3 Never offer your “personal” or “off the record” opinion.
- 2.4 Avoid saying “no comment” instead you might say, “I can’t share that information with you right now” or “I don’t have enough information to comment at this time”.
- 2.5 Do not blame anyone for anything.
- 2.6 Do not allow the reporter to change your topic in mid-sentence.
- 2.7 Keep a media log of whom you have spoken to and the statement given.

Reference: Sections 85, 87, 108, 109, 175, 231 Education Act
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