

## **RONDEBOSCH BOYS' PREPARATORY SCHOOL – SGB POLICIES**

### **POLICY: MEDIA POLICY**

**POLICY REF: NO. M1/08/2008 (Rev. 1)**

**DATE: 3 September 2008**

South African schools are finding themselves at the mercy of the media. Sensational headlines often create reactions from the public that do not enhance effective marketing strategies and can negatively affect enrolment numbers.

It is dangerous to believe that a sensational or negative story will never hit our school. A sensational story that involves children and a school sells newspapers, it is a subject that interests us all.

Few newspapers will write about the everyday happenings at a school, but the minute there is something unusual, it constitutes a story.

In a media crisis or if the media contact you for comment, it is critical that everybody knows what to do to ensure that media exposure can be used to the best advantage for the school.

If you are contacted by a reporter, explain the following strategy for our school to him/her:

- The Headmaster and the Chairman of the School Governing Body are the only persons who will issue comments to the press.
- No parent, not fulfilling one of the above positions may offer any comment or statement to the press.
- The Marketing Manager will act as liaison after contact has been established.
- Do not give a comment over the phone as this can be misconstrued.
- Ask the reporter what time their deadline is and agree to respond before that deadline.
- Take down the reporter's name, publication and contact details and forward it to Headmaster or Marketing Director.
- Do not use the phrase "no comment". This gives a negative impression and also gives the reporter carte blanche to report as he/she sees fit.

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- Be honest when dealing with a reporter – if they sense you are hiding something, they will start digging.

No staff member or member of the Governing Body shall allow any article or letter to be published in the press identifying such person as being employed by or involved with the school or purporting in anyway to represent the school unless the proposed letter or article has been approved in writing by the headmaster or chairperson of the School Governing Body.

**SIGNED:**

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Chairman RBPS Governing Body

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