

**Policy and Procedure Guide**

**Subject:** Media

**Date Effective:** May 2010

**Review Date:** May 2011

**Responsible to:** General Manager

**Applies to:** All Staff

**Purpose:** 1. To ensure common, cohesive messages are conveyed on behalf of WRFKA Kindergartens.

**POLICY**

1. All contact with the media must be directed, in the first instance, through the Association’s General Manager.
2. The Association Board has delegated authority to the General Manager to be its spokespersons with the media.
3. No staff member of the Association may, without prior approval of General Manager, comment to the media on behalf of the Association except in the case of kindergarten activity such as a fundraising event, or purchase of new equipment, or completion of a project.
4. A teacher may make personal comments to the media, but such comments must not be given as an employee of, or attributed to, the Association or any kindergarten within the Association.
5. Whenever anybody from the media contacts a teacher requesting a comment on an issue, other than as per point 3 above, the teacher must state the Association policy and refer the person to the General Manager.
6. The Association reserves the right to make a “No Comment” to the media.
7. The Association will actively seek positive publicity to promote kindergartens.