

## Woodbridge School Press and Media

### Policy Statement

To ensure that the press and media are given a consistent and truthful message about Woodbridge School.

### Procedure

- Any enquiry from any member of the local or national media (which includes but is not exhaustive to radio, TV, magazines and newspapers) must be referred directly to the Headmaster's office. No comment must be made.
- No member of staff should ever speak to the media 'off the record'.
- The Headmaster will either:
  - Give permission for staff to speak to the media, but if possible and appropriate within time constraints, the Foundation's PR consultant will be present; or
  - Speak to the media himself.
- If the Headmaster is not available, the Headmaster's Secretary will contact the Foundation's PR consultant, the Bursar or the Deputy Headmaster in the order she thinks appropriate.
- No member of staff should seek media coverage, including for forthcoming events, without permission from the Headmaster or, if appropriate, the Marketing Office.
- Any community group (eg Sports Club, local charity) must, at an early stage, be made aware that no publicity should be sought without liaison with the Headmaster's office.

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| Author(s):        | SHC                                |
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