Mazenod College Media and Communications

Mazenod College is a school which operates with the consent of the Catholic Archbishop of Melbourne and is owned, operated and governed by Melbourne Archdiocese Catholic Schools Ltd (MACS).

INTRODUCTION

Mazenod College is administered by the Oblates of Mary Immaculate (OMI) and we hold the care, safety and wellbeing of children and young people as a central and fundamental responsibility of our school. Our commitment is drawn from and inherent to the teaching and mission of Jesus Christ, with love, justice and the sanctity of each human person at the heart of the gospel (CECV Commitment Statement to Child Safety).

> The person of each individual human being, in his or her material and spiritual needs, is at the heart of Christ's teaching: this is why the promotion of the human person is the goal of the Catholic school (The Catholic School on the Threshold of the Third Millennium, n. 9).

PURPOSE

The purpose of this Policy is to outline the way that Mazenod College (**College**) communicates with our Community and external parties so as to ensure that a consistent professional message, consistent with our values is always delivered.

This Policy has been developed to provide all staff with guidelines as to how external communications including media are to be managed within the College.

This Policy also focuses on the authorisations required for Mass Communication and Media Communications.

1. POLICY OBJECTIVE

The way we are viewed by people outside the College has as much to do with the way we communicate as it does with our day-to-day performance. How we communicate with external parties is extremely important in building our branding and in achieving our organisational goals and objectives. In dealing with external communications, our interests are best served if we can: maximise all positive communications; minimise the impact of all negative situations; inform our stakeholders objectively about issues in which we are involved; ensure we deliver a professional image at all times.

1.1. Scope

This policy applies to all Mazenod College staff, volunteers and council advisory members. This policy applies to all communications that may arise related to any College activities during and outside of school hours. This includes College activities that are occurring on school campus, offsite, online, extracurricular, sport activities and programs, excursions, camps, interstate and overseas travel.

1.2. Who are our key external stakeholders

All organisations have a set of key external stakeholders. At Mazenod College our key external stakeholders include but are not limited to:

People

- key staff
- education staff
- students
- parents/carers
- board members
- key individual contractors
- volunteers
- staff key influencers

Key Relationships

- Oblates of Mary Immaculate (OMI)
- MACS
- Parishes

- key suppliers
- other school partners
- neighbours

Indirect Relationships

- financiers
- insurers
- prospective students
- prospective parents/caregivers

Key Public

- regulators (Commonwealth, State and Industry)
- unions
- politicians
- media
- public interest groups
- local communities
- society as a whole

Whenever the College communicates with any of these external stakeholders we are creating the Mazenod College brand. All external communications must therefore be of the highest quality and consistent with our branding.

1.3. Main Types Of External Communications

External Communications come in many forms however they can generally be broken down into one of three categories:

One to one communication including:

- Letters and Facsimiles
- Emails
- Invoices
- With compliments slips
- Face to face meetings

Mass communication including:

- Marketing Material
- Social media postings
- Website content
- Industry Presentations

Media communication including:

- Issuing Media Releases
- Responding to Media Inquiries

1.4. Who is authorised to deal with Mass Communication?

Mass communications occur whenever a letter, email, social media posting or other form of communication such as website content or marketing material is published to a group of our stakeholders. Examples of mass communications are a mail out to all existing students and parents or a group email to all our service providers. All mass communications must be approved by the Principal or Deputy Principal before they are published. This policy does not apply to one-on-one communications in the normal course of business operation.

1.5. Who is authorised to respond to a Mass Communication query?

When we issue a mass communication, our policy is to nominate in the letter, email or communication the contact person authorised to respond to any enquiries about the communication.

- If you receive an enquiry, you should refer the question to the person nominated in the communication.
- If you receive a complaint about the communication, you should record the details of the complaint in line with our Complaints Handling Policy.

As our stakeholders usually seek a prompt answer, any enquiries should be referred as quickly as possible to the nominated person. It may be tempting to respond to enquiries yourself, especially if you know something about the topic. However, it is our policy that only the nominated person is authorised to respond to these enquiries.

Who is authorised to deal with the media?

Media contact generally occurs when:

- The College approaches the media by issuing a media release to promote our college or manage a negative situation.
- The media approaches the College for comment on a story they wish to run or an investigation they are carrying out.

1.6. Who can speak about a Media Release?

When Mazenod College issues a media release or initiates contact with the media we will nominate individuals who are specifically authorised to talk to the media about the issue at hand. No one else is authorised to speak to the media on behalf of Mazenod College except the nominated spokesperson.

All media releases must be approved by our Principal, or a nominated spokesperson delegated by the Principal before they are released.

1.7. Who can speak when the media approach us?

When the media approach us for a story or as part of an investigation, we need to be careful the right person responds. The staff authorised to speak with the media is the Principal or a nominated spokesperson delegated by the Principal.

As the media profession operates on very tight deadlines, we need to refer any media enquiries as quickly as possible to the Principal or a nominated spokesperson delegated by the Principal. This will ensure a prompt and accurate response.

Media enquiries can occur at work or in a social situation outside work. For example, a journalist could approach you at a party with an offer to speak 'off the record' about our organisation. In whatever situation, the only comment to a journalist which is truly 'off the record' is the comment never made. Your response should be: '*Mazenod College has a media communications policy in place and that you are not authorised to speak to the media*'. You can offer to refer your contact to the Principal, or a nominated spokesperson delegated by the Principal if you think the situation warrants it.

2. RELATED POLICIES, PROCEDURES AND LEGISLATION

2.1. Mazenod College Policy linkage

This policy should be read in conjunction with the following related documents:

- Mazenod College Child Safety Code of Conduct
- Mazenod Complaints Handling Policy
- Mazenod Privacy Policy