



He Whānau Manaaki o Tararua
Free Kindergarten Association Incorporated

Date Effective: July 2020

Review Date: July 2022

Media

Responsible to: Chief Executive Officer

Applies to: All Staff

Purpose: To ensure common, cohesive messages are conveyed on behalf of Whānau Manaaki Kindergartens (WMK)

Policy

1. All contact with the media must be directed, in the first instance, through the Chief Executive Officer.
2. The Governing Board has delegated authority to the Chief Executive Officer to be its spokesperson with the media.
3. No staff member may, without prior approval of the Chief Executive Officer, comment to the media except in the case of kindergarten activity such as fundraising event, or purchase of new equipment or completion of a project.
4. A staff member may make personal comments to the media, but such comments must not be given as a staff member of, or attributed to, WMK or any kindergarten within WMK.
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 this policy and refer the person to the Chief Executive Officer.
6. All comments to the media shall seek to actively positively promote and represent both WMK and kindergartens.