

1.0 PURPOSE OF POLICY

- 1.1 To provide guidelines for communication between the school and the local community via the school newsletter.
- 1.2 To encourage optimum use of the communication possibilities afforded by the weekly school newsletter.
- 1.3 To provide guidelines about suitable advertising and editorial content of the school newsletter.

2.0 PRINCIPLES

- 2.1 Contributors to the school newsletter should use appropriate language and protocols.
- 2.2 The school newsletter will contain news and information about:
 - school activities
 - school programs
 - school and student participation, involvement and achievements
 - school curriculum
 - general information.
- 2.3 The school newsletter is the medium for official communications and notifications about school meetings, school activities, excursions, daily organization changes and forthcoming events.
- 2.4 The school and local community should have access to the school newsletter through contributions of community news content, subject to sufficient space in the particular issue.
- 2.5 The school should encourage the use of communication tools such as the newsletter, web page, facebook and diaries as a means of sharing community information.
- 2.6 The newsletter may contain free advertising subject to available space and adherence to the guidelines in 2.7 below.
- 2.7 Any advertising content in the newsletter *must* meet the following guidelines:
 - It does not encourage readers to take business or custom outside the local community.
 - It has a direct and tangible benefit to the students or wider school community.
 - It is not party political in nature.
 - It is not display advertising for commercial profit or advantage.In addition, it should fall within the following guidelines:
 - It is personal, educational or non-commercial classified advertising of less than five lines in length.
 - It is community non-commercial organisation display advertising which is of a reasonable length.
 - It is recognition which is placed in the newsletter by the school as the result of an approved sponsorship agreement developed in line with the school Fundraising Policy 3.9
 - It is advertising community events being conducted by non-profit organizations or groups.
 - It is a flyer or insert which is school based or community/non-commercial in nature.

3.0 HOW THIS POLICY WILL BE PUT INTO PRACTICE

- 3.1 The school newsletter will be published on a weekly basis during the year, except where there is a shortened week at the start of the school year. The distribution will take place on Thursday afternoons of each school week.
- 3.2 A copy of the school newsletter will be distributed free of cost to each school family via the youngest student in the family. (**Note:** Parents can request that the newsletter be distributed via another member of the family other than the youngest member or that they receive an electronic copy of the Newsletter)
- 3.3 Copies of the newsletter will be made available for distribution free of cost to the wider community via local businesses, the medical clinic, the hospital etc. or via a request to the school office.
- 3.4 Community members may request a weekly mailed or electronic copy of the newsletter. The school reserves the right to redeem the cost of the postage where this service is provided.
- 3.5 The school newsletter will be available on the school web page: <http://www.timboonp12.vic.edu.au>
- 3.6 Copies of the school newsletter will be provided to the school bus drivers.
- 3.7 The written content of the newsletter is to be submitted to the responsible School Services Officer no later than 11:00am on the Wednesday before publication. Late material will not be accepted. This publication deadline is to be a permanent inclusion in the newsletter.
- 3.8 The responsible School Services Officer will make an initial determination of the acceptability of the news, editorial and advertising content under point 2 above.
- 3.9 The responsible School Services Officer will prepare the school newsletter for publication and then submit the copy to the responsible Staff appointed editor for editing and checking.
- 3.10 The school reserves the right to refuse publication of any material which is deemed to be unsuitable or not within the guidelines under point 2 above.
- 3.11 Where advertising is not accepted, the prospective advertiser is to be provided with a copy of this policy.
- 3.12 Links to support community connections and an understanding of our school will be a feature of the newsletter with the use of such items as “Where are they now?” type section.