TIMBOON P-12 SCHOOL

Policy

School Communications Policy

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.