
**The Roman Catholic Church of the Diocese of Phoenix
Catholic Schools Office Policies and Procedures**

Policy 3-1 Catholic Schools; APPENDICES

Appendix A.1

**MEDIA POLICY FOR CATHOLIC SCHOOLS
IN THE DIOCESE OF PHOENIX**

POLICY

NO STILL, FILM OR VIDEO PHOTOGRAPHY SHALL BE TAKEN IN ANY OF OUR PARISHES, SCHOOLS, OR OTHER DIOCESAN ENTITIES WITHOUT THE EXPRESS PERMISSION OF THE PASTOR, PRINCIPAL, DIRECTOR, OR ADMINISTRATOR.

RATIONALE

THE CATHOLIC DIOCESE OF PHOENIX MEDIA POLICY FOR ALL CATHOLIC SCHOOLS EXISTS SO THAT ALL SCHOOL PERSONNEL, INCLUDING PRINCIPALS, TEACHERS, SPORTS COACHES, COUNSELORS, AND VOLUNTEERS WILL KNOW WHAT TO DO WHEN CONTACTED BY ANY MEDIA SOURCES. CATHOLIC SCHOOLS ARE INVOLVED IN A MULTITUDE OF ACTIVITIES FROM ACADEMICS TO SPORTS THAT COULD BE OF INTEREST TO THE MEDIA. HOWEVER, ALL SCHOOL PERSONNEL MUST KEEP IN MIND THE FOLLOWING:

- Catholic schools focus on building faith communities, academics and teaching students morals, values and respect for life.
- Catholic schools are creating leaders who will be able to succeed in the community, in business, government and the Church.
- Any person speaking for the school must understand they not only represent the school but the Catholic Church/Diocese of Phoenix.
- Each school must designate a spokesperson who is knowledgeable about the school; the story the reporter is calling about, the Catholic Church and the Catholic Diocese of Phoenix.
- At the beginning of each school year, schools should make their personnel aware of this media policy and the identity of the school spokesperson. Sometimes media people will contact individuals employed by the school who are not faculty. Therefore, they, too, should be aware of the diocesan and/or school media policies.

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LOCAL SCHOOL MEDIA POLICIES:

The Diocesan policy does not preclude any school from initiating its own policy; however, the Diocesan policy must be part of all school media policies. Each school may have a detailed media policy that provides information on practices and procedures specifically for its school.

BASIC PROCEDURES TO FOLLOW:

1. A school employee or volunteer who is contacted by someone from the media should refer the reporter to the Principal or Director.
2. In a Parish school it is important that the Principal or Director notify the Pastor when the media is making inquiries, as well as informing him of the subject of the inquiries.
3. The Principal or Director alerts the Diocesan Communications Office 602-354-2120 whenever contacted by the media.
4. The Principal or Director responds to the media following the direction of the Diocesan Communications Office.
5. Most print and radio reporters call and try to acquire the information they need by telephone. Some television reporters will also call; however, there are occasions when they will “show up” with their television cameras unannounced. “Unannounced” reporters may be told they do not have permission to be on the school campus. However, school personnel cannot remove photographers and videographers from public property. Public property includes city sidewalks, easements and roads. School personnel may approach the media on public property to remind them they are not to air or film minors without parental consent.