

<b>Policy Title:</b>	Media and Public Relations Policy	<b>Classification:</b>	Management
<b>Monitored by:</b>	Marketing & Communications Manager	<b>Approved by:</b>	GM Operations
<b>Effective Date:</b>	November 2021	<b>Review Date:</b>	November 2023

**Objective:** To ensure that all communications with the media are coordinated, professional, timely, accurate and consistent with the Association’s brand and strategies.

**Commitment:** HCK recognises the importance of the media in presenting the Association and kindergartens to the public. We are committed to managing media interactions in a way that is consistent with our brand, mission, values and strategic plan.

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### Related Documents

- HCK Media Protocols and Guidelines (attached)
- Branding Guidelines (attached)

### Definitions:

- “Media interactions” may be either:
  - a) Proactive – positive news stories that are an opportunity to promote HCK
  - b) Reactive – opportunities as a result of a national/local event where a comment is requested
  - c) Crisis/Issue Management – new stories that may threaten the image of HCK and harm the reputation and public trust in the Association.

### Policy Details:

1. All media interactions must follow the HCK Media Protocols and Guidelines.
2. The Board has delegated authority to the General Managers to be the primary spokespeople with the media. They may choose to refer certain issues to other employees or Board Members to comment on the Board/Association’s behalf.
3. Employees (other than the General Managers) must not interact with the media without the prior approval of a General Manager. If approached by the media, employees should advise them to contact the Association office.
4. Board Members, employees or volunteers will not make any statements to the media or on social media platforms that are derogatory or in any way damaging to the Association or its members, or to any other ECE service.
5. Board Members, employees and volunteers may make personal comments in the media or on social media platforms on a variety of issues, provided it is clear these comments are not made as a Board Member, employee or volunteer of the Association.

### Review:

This policy will be reviewed biennially.

# Media Protocols and Guidelines



This document sets out the protocols for interacting with the media, including who is permitted to engage in the three categories of interactions.

It also outlines how and why we will interact with the media and on social media, as well as providing guidelines for key messages and terminology.

## Section 1: Protocols for interaction

“Media interactions” may be either:

- a) Proactive – positive news stories that are an opportunity to promote HCK
- b) Reactive – opportunities as a result of a national/local event where a comment is requested
- c) Crisis/Issue Management – new stories that may threaten the image of HCK and harm the reputation and public trust in the Association.

The different categories determine who may interact with the media:

- a) Proactive – Head Teachers are permitted to engage with media to promote positive stories in the media. They should seek assistance from the Marketing and Communications Manager, to ensure the messaging is consistent with HCK’s policy, protocols and branding.
- b) Reactive – All media requests must be referred to the Association office. Other employees are not permitted to comment without prior approval from a General Manager.
- c) Crisis/Issue Management – All media requests must be referred to the General Managers.

## Section 2: How we will interact with the media and on social media

Our interactions with the media and on social media will be:

- Consistent with our mission, values and strategic plan
- Professional, well-informed, accurate and timely
- Free of professional jargon
- Positively assertive
- Free of comment on politics or the business affairs of the Association
- Consistent with the guidelines in Sections 4 and 5
- In line with our Privacy Policy, especially where it relates to the use of photos of children.

## Section 3: Why we will interact with the media and on social media



We will use the media to:

- Inform and educate the public about the kindergarten philosophy and the opportunities we offer
- Raise and maintain public awareness of HCK
- Celebrate kindergarten people, places and events
- Provide a channel for advertising
- Raise public awareness of the importance and benefits of quality early childhood education
- Raise public awareness of what constitutes “quality” in early childhood education
- Give potential sponsors, funders and the business community a favourable perception on HCK

**Section 4: Key Messages to be included in media interactions**

- We prepare children for life, not just for school
- We are available to ALL children
- We are affordable and provide excellent value for money
- We are not funded in the same way as primary schools
- We use play as a tool for learning
- We are 100% qualified ECE teachers
- We use Te Whariki – the national early childhood education curriculum
- We work in partnership with family and whānau – families are involved in their child’s learning
- Our facilities are purpose-built, well-equipped, safe and healthy
- We offer a consistent level of quality service in all our kindergartens

**Section 5: Terminology and branding to use with media interactions**

Use	Do not use
<input checked="" type="checkbox"/> Hutt City Kindergartens or HCK	<input checked="" type="checkbox"/> Lower Hutt Kindergarten Association
<input checked="" type="checkbox"/> kindergarten	<input checked="" type="checkbox"/> kindy
<input checked="" type="checkbox"/> children or tamariki	<input checked="" type="checkbox"/> kids or kiddies
<input checked="" type="checkbox"/> early childhood education or ECE	<input checked="" type="checkbox"/> pre-school or daycare
<input checked="" type="checkbox"/> the Association	<input checked="" type="checkbox"/> Head Office
	

# Branding Guidelines

**FONT:** Please use Arial in all instances, including title, headings and body copy.

**LOGOS:** There are different versions of the Hutt City Kindergarten logo available for use in your communications. You are encouraged to add them to all your newsletters, reports, flyers and other documents.

**Primary logo:**

1. Logo on a white background. This is the preferred logo.




2. Logo on a dark background. This option should be used on busy backgrounds such as high contrast photographs or graphics, so that the logo brand has space.




3. Circular Logo Format. The circular format of the logo was developed as a compact version.




**COLOURS:** These colours are important for identifying the Hutt City Kindergarten brand. Use these colour codes:




■ **Dark Blue**  
CMYK 100c, 84m, 30y, 16k  
RGB 27r, 62g, 111b  
Pantone 654



■ **Orange**  
CMYK 0c, 54m, 99y, 0k  
RGB 246r, 138g, 32b  
Pantone 152



■ **Light blue**  
CMYK 75c, 39m, 8y, 0k  
RGB 66r, 134 g, 187b  
Pantone 2143



■ **Black 80% (text)**  
CMYK c 0, m 0, y 0, k 80  
RGB 88r, 89g , 91b  
Pantone 174-14