Media Relations Policy

<table>
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<th>DATE:</th>
<th>December 2018</th>
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<tr>
<td>DATE OF RATIFICATION BY BOARD:</td>
<td>12.12.18</td>
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<td>DATE OF NEXT REVIEW:</td>
<td>12.12.21</td>
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**Statement of Intent**

The Media Relations policy has been developed:

1. To ensure the reputation of Aspire Academy Trust and all academies within the Trust are promoted positively and appropriately
2. To protect the Trust and all academies within the Trust from negative and libellous reports and publicity
3. To ensure a consistent approach to media exposure for the Trust

**Role of the Communication Officer**

1. The Communications Officer is responsible for maintaining the Trust’s central communication channels, as well as acting as principal media liaison
2. The Communications Officer is responsible for overseeing academies’ websites to ensure policy compliance
3. The Communications Officer is responsible for overseeing academies’ social media platforms to ensure policy compliance
4. Media enquiries should be referred to the Communications Officer in the first instance if they are of a negative or probing nature
5. The Communications Officer is responsible for liaising with the Trust’s external PR support for matters of reputation and crisis management

**Media Relations and Positive Promotion of the Trust**

1. For any academy activities, celebrations and events worthy of potential press coverage in e.g. West Briton/Cornwall Guardian, (www.CornwallLive.com), St Austell/Newquay Voice etc.; an academy is first required to liaise with the Communications Officer to ensure consistent and appropriate messaging if academy-led or, alternatively, an academy may request a press release from the Communications Team – subject to news-worthiness/time-constraints
2. No proactive contact should be made with national media channels before discussing first with the Communications Officer who will cross-check with relevant parties to ensure newsworthiness and consistent and appropriate messaging
3. All social media posts must positively reflect the trust’s vision and values and remain free of personal opinions
4. Statements must never be offered if door-stepped by a journalist, either in person or via telephone. Please take their details and redirect the journalist to the Communications Team who will liaise on behalf of the academy
5. All media coverage obtained by academies to be copied in to Communications Officer who will maintain a central database
**Negative Media Coverage**

1. Any negative media coverage – either in print, broadcast or social media channels, must be reported to the Communications Officer who will, in consultation with the Head of School, CEO and Deputy CEO, decide how it should be dealt with.

2. No member of the Trust should ever discuss negative press coverage on social media platforms. More information can be found in our Social Media Policy and the Aspire Code of Conduct.

**Difficult & Sensitive Issues**

1. For sensitive and emergency situations in school e.g. accusation against staff member; accusation by pupil; safeguarding issue during school trip, bomb threat etc., no member of the academy community should offer any comment. All requests for comment must be passed directly to the Aspire Communications Officer who will liaise with the local media-trained Aspire representative and CEO/Deputy CEO.

2. In a wider crisis management situation, our external PR partner will liaise with the Communications Officer, CEO and Deputy CEO and information will be disseminated to the relevant Executive Heads/Heads of School when and where appropriate. This includes direct liaison with media on behalf of the Trust. Please refer to Crisis Guidance Notes and Crisis Management Flow Chart.

**Related Policies**
- CAPH Child Protection & Safeguarding
- Aspire Code of Conduct
- Aspire Social Media Policy
- Aspire Business Emergency Contingency Plan
- Aspire Complaints Policy
- Aspire Privacy Notices
- Aspire Freedom of Information Policy
- Aspire IT Acceptable Usage Policy
- Aspire Crisis Management Flow Chart (on display in academy office)
- Aspire Crisis Guidance Notes
- Academy Home School Agreement