

PROCEDURE TITLE: Media Relations

Scope

This procedure applies to all staff in the College.

Statement

The College is committed to ensuring a consistent approach that highlights successes and minimises negative coverage.

Key Points

- All media enquiries will be dealt with by the Marketing & Corporate Relations team. This is to ensure the College takes a consistent approach that highlights successes and minimises negative coverage.
- Any staff receiving contact from the media in connection with the College should refer this to the Marketing & Corporate Relations team immediately. **Members of staff should not talk to the media about matters connected with the College unless this has been authorised by the Marketing & Corporate Relations team.**
- There is a separate procedure set out for media relations as part of the College's Business Continuity Plan, to be put in place in the event of a serious adverse event that could bring considerable media interest to the College. This could include major incidents on site but also any major threats to the quality of our provision or reputation, for example a failed inspection or an employment tribunal.
- From time-to-time the Marketing & Corporate Relations team may use staff names and photographs to publicise courses and events in the local media. Marketing & Corporate Relations will obtain verbal permission from staff before their details are used for this purpose. Staff have the right to opt-out if they wish. If staff would like their name put on the public relations stop-list, they must give their details to Marketing & Corporate Relations as soon as possible.
- Staff wishing to publicise matters connected with the College should do so via the Marketing & Corporate Relations team. Students organising events or publicising their successes should contact the Marketing & Corporate Relations team to gain media coverage.
- The Marketing & Corporate Relations team should be provided with details of the item to be publicised at least two weeks prior to the date it is to be submitted to the media. The Marketing & Corporate Relations team will then write and distribute an appropriate media release.
- The Marketing & Corporate Relations team will, as a matter of courtesy, circulate media releases to the parties quoted or mentioned within them for correction of any factual matters or quotations prior to release. The Marketing & Corporate Relations team will have final editorial control over the content and style of media releases.
- The Marketing & Corporate Relations team will, in most cases, provide staff to

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manage the media during photocalls and interviews.

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Dates of review:

Issue Date	June 2007
First Review	June 2008
Second Review	June 2012
Third Review	June 2013
Fourth Review	July 2014
Fifth Review	July 2015
Next Review	July 2016