



Media Protocol

**Responsible for policy
Chair of Directors**

CC2 Strategy, People and Organisational Development

Brendan Fawcett

Contents

Definitions	3
1. Procedure Statement	4
2. Purpose of procedure	4
3. Process Flowchart	5
4. Media Enquiries	6
5. Persons affected	6
6. Definition of terms	6
7. Responsibility	Error! Bookmark not defined.
8. Monitoring and Review	7
9. Links to other documents	7

Definitions

In this **Media Protocol**, unless the context otherwise requires, the following expressions shall have the following meanings:

- i **'The Romero Catholic Academy'** means the Company named at the beginning of this **Media Protocol** includes all sites upon which the Company is undertaking, from time to time, being carried out. The Romero Catholic Academy includes; **Corpus Christi, Good Shepherd, Sacred Heart, Blue Sky, SS Peter and Paul, St Gregory, St John Fisher, St Patrick, Cardinal Wiseman, Shared Services Team.**
- ii **'Romero Catholic Academy'** means the Company responsible for the management of the Academy and, for all purposes, means the employer of staff at the Company.
- iii **'Board'** means the board of Directors of the Romero Catholic Academy.
- iv **'Chair'** means the Chair of the Board or the Chair of the Local Governing Body of the Academy appointed from time to time, as appropriate.
- v **'Governance Professional'** means the Governance Professional to the Board or the Governance Professional to the Local Governing Body of the Academy appointed from time to time, as appropriate.
- vi **'Catholic Senior Executive Leader'** means the person responsible for performance of all Academies and Staff within the Multi Academy Company and is accountable to the Board of Directors.
- vii **'Diocesan Schools Commission'** means the education service provided by the diocese, which may also be known, or referred to, as the Birmingham Diocesan Education Service.
- viii **'Local Governing Body'** means the governing body of the School.
- ix **'Governing Body Representatives'** means the governors appointed and elected to the Local Governing Body of the School, from time to time.
- x **'Principal'** means the substantive Principal, who is the person with overall responsibility for the day to day management of the school.
- xi **'School'** means the school or college within The Romero Catholic Academy and includes all sites upon which the school undertaking is, from time to time, being carried out.
- xii **'Shared Services Team'** means the staff who work in the central team across the Company (e.g. HR/ Finance)
- xiii **'Vice-Chair'** means the Vice-Chair of the Governing Body elected from time to time.
- xiv **'Advent Communications'** means <http://www.advent-communications.co.uk/> the company we deploy for Romero. Advent's public relations team is staffed by experienced and qualified journalists who have a national network of contacts across all media streams. The company also advises clients in social media and undertakes a full range of social media services for a variety of companies and organisations.

1. Procedure Statement

It is the policy of The Romero Catholic Academy to respond to appropriate and reasonable media questions/enquiries effectively, accurately and on a timely basis to help promote public understanding of our schools, activities and issues. Responsibility for media engagement and strategy rests with CC2 Committee. All media enquiries are managed and responded to centrally via this process.

In order to assist the Academy, Advent Communications provides advice on all aspects of communications.

Advent Communications are experienced in assessing media opportunities and identifying the best course of action in developing a response. The Principal of the Academy and Advent Communications will manage both reactive and proactive media relations.

Staff are reminded that all terms of employment state that failure to follow academy policies and procedures may lead to disciplinary action.

2. Purpose of procedure

- Protect the privacy of staff, and their families.
- Secure informed written consent from pupils and their families before they are exposed to media.
- Enable staff and families to be briefed and prepared before speaking to the media.
- Ensure consistency of all messages.
- Protect the reputation of the academy.
- Maintain the professional interaction and ongoing relationships between the academy and media.
- Provide timely, accurate and appropriate responses to media enquiries.
- Liaise where appropriate, with Diocese.

3. Process Flowchart

If a school is contacted directly by the press, the member of staff taking the call should enquire what the journalist would like to know, take their name, where they are calling from and their contact details.

Is it a controversial enquiry?

Yes

The staff member should ask for the enquiry to be sent to them in an email. They **should not** give out information over the phone but should tell the journalist that someone will get back to them.

The staff member should then call Tom Howell at Advent straight away about the enquiry. If Tom is unavailable, staff can seek further advice from Adam Dent or another colleague in the Advent office.

Advent will contact Principal to make him aware of the situation, draft a response to the press enquiry and also advise if any further action may need to be taken.

The response will then be sent to the school to sign off, which should be done **as soon as possible** to prevent the press from running a story without comment. This will then be sent to CSEL for approval.

Advent will then make the LEA/Diocese aware of the comment if necessary before issuing to the journalist.
If a different journalist makes the same enquiry, their full details should again be passed on to Advent.

No

If the enquiry is regarding something non-controversial that the staff member is comfortable dealing with, such as details of a school event, they can speak to the press directly.

The staff member should then send Tom at Advent an email advising that an enquiry has been made and that they have given a response.

NOTE: If the enquiry is regarding something where PR is already underway, the staff member should advise the journalist that a press release is being created and call Tom at Advent about the enquiry and supply relevant contact details.

Advent Communications contact details

Tom Howell

Tel: 02476 633 636 (main Advent office)

Mobile: 07716 677 602

Email: thowell@advent-communications.co.uk

4. Media Enquiries

- Staff members are permitted to speak to the media on behalf of the school/academy if the media enquiry is deemed not controversial.
- Staff members are not permitted to speak to the media on behalf of the school/academy if the media enquiry is deemed controversial.
- All controversial media enquiries must be immediately directed to Advent Communications.
- The Principal of the School and Advent Communications are the liaison between the academy and its schools, and the media and are authorised to act as a spokesperson on matters of fact or clarification.
- Advent Communications will assess the media enquiry and develop the most appropriate response or action and identify the most appropriate spokesperson.
- Advent Communications will make the Principal of the School aware of the situation.
- Advent Communications will escalate the media response to the Principals of the school for sign off, or in the case that the enquiry is in relation to the academy, the CSEL.
- Advent Communication will send the response to the Principal of the School for approval.
- Advent Communications and the Principal of the School may in some instances escalate the matter to the Chair of the Board, Diocesan Education Service or the Local Education Authority upon assessment of the enquiry before issuing to the journalists.
- Schools wishing to invite media on site must first gain the consent of Principal of the school. Media will be escorted by a nominated person.
- Media must be escorted on any school site at all times by a nominated person.
- Families who wish to invite media into the schools when their child is a pupil must gain the approval of the Principal.
- Staff who act as spokespersons or provide expert commentary on their role must advise the Principal of their school.
- Filming and photography on any of the school grounds, by the media or external organisations is not permitted without the permission of the Principal.

5. Persons affected

- All staff
- Fundraising groups
- External groups
- Pupils and families
- Governance
- Diocese

6. Definition of terms

- **Media** - Includes all forms of media, print and electronic.
- **External groups** - Includes all those outside the academy who offer or provide any form of support to the academy, its students, its staff, its research or its fund raising activities.
- **External Organisations** – Includes professional associations, local authority and the DES.

7. Responsibility

- Every employee.
- Staff who may be supervising volunteers, and others who work on a casual basis on academy premises.
- Senior Leadership and department heads to ensure their staff are aware of this procedure.
- The Senior Leadership to support and enforce the procedure and maintain any updates to the procedure.
- The Shared Services Team will liaise with Diocese team where appropriate.

The Romero Catholic Academy policies and procedures are integral to the academy achieving its vision of being a "A Beacon of Excellence for Catholic Education"

Values

- **Respect**
We respect and value those we work with and the contribution that they make.
- **Integrity**
We act fairly, ethically and openly in all we do.
- **Service**
We put our children at the centre of all that we do
- **Excellence**
We use our energy, skills and resources to deliver the best, sustainable results.

8. Monitoring and Review

- The Board of Directors delegate the implementation of this policy to the Local Governing Body.
- This policy will be reviewed by CC2 Strategy, People and Organisational Development

9. Links to other documents

This Media Protocol is linked to our:

- TRCA Code of Conduct
- TRCA Disciplinary Policy
- TRCA No Platform Policy
- TRCA Social Media Policy

10. Links to Diocese

HR and Communications

The following people can be contacted at The Archdiocese of Birmingham (Cathedral House):

- communications@rcaob.org.uk
- 0121 230 6286