

Adopted: 25th April 2017
Amended format: November 2019

MEDIA RELATIONS POLICY

PURPOSE

A formal Media Relations Policy is important for Age UK Cambridgeshire & Peterborough (AUKCAP) to develop our work with and for older people in our community. It is necessary for the community to know what we do, that there is a need for what we do, that we are competent and reliable and that older people we serve value what we provide for them.

In addition, good media relations provide an opportunity for us to inform those in the community who have little contact with older people or understanding of their needs, aspirations and opinions.

The community in this sense includes older people, their carers, relatives and neighbours; statutory agencies, companies, other charities, local and national politicians and the general public.

SCOPE

- This document provides a framework for maximising AUKCAPs ability to promote the views, needs and well-being of all older people in our area of benefit.
- It supports the objectives and values in our Constitution and Business Plan.
- It requires all who work with AUKCAP in any capacity to recognise the value of informing the public about our activities and aspirations, and to develop an awareness of media opportunities and how messages should be communicated.
- AUKCAP will enable staff and volunteers to develop awareness of media relations, develop skills as appropriate and include this media relations policy as part of its staff welcome pack.
- The key posts with responsibility in this field are the Communications & Campaigns Manager, the Chief Executive and the Senior Management Team.

POLICY

1 Media Opportunities

- 1.1 “The Media” is much wider than just the local paper or local radio station. The phrase encompasses a wide variety of opportunities to communicate a message to a wide audience.
- 1.2. Some examples are:- Newspapers, Free sheets, Magazines, Community newspapers, Radio, Television, Posters, Leaflets, The Annual Review, The Internet, AUKCAPs Website and Social Media.
- 1.3 Many of the categories in 1.2 sub-divide. For example a newspaper has a variety of feature writers and specialist correspondents in addition to its “news” staff.
- 1.4 Different media respond more readily to certain factors. For example television producers always prefer moving pictures when illustrating a story.

2 Making contact with the media

- 2.1 Media contacts relating to matters of AUKCAP policy and external relations should be initiated only by the Chief Executive or Chairman of Trustees.
- 2.2 Contacts with the media, whether initiated or responding to the media must only be made by the Chairman, Campaigns & Communications Manager, Chief Executive or a member of the senior management team.
- 2.3 Staff and volunteers who identify a media opportunity, or detect media interest, should inform the Campaigns & Communications Manager.
- 2.4 The Campaigns & Communications Manager should be informed of all approaches to or from the media.
- 2.5 All approaches to the media should be logged, and copies of press releases and any other material should be kept for reference.
- 2.6 The Campaigns & Communications Manager and Chief Executive are responsible for media contacts and should be made aware of all press releases

3 Talking to the media

- 3a In response to an AUKCAP press release:--
 - 3a.1 Whenever possible the author of the press release should be available to comment.

- 3a.2 If this is not possible the caller should be referred to the Communications & Campaigns Manager.
- 3a.3 No-one else should offer any comment without prior permission, except to confirm basic matters of fact (dates of events, spelling of names etc.).

3b Response to an unsolicited approach from a journalist. This includes enquiries about press releases issued by AUK.

- 3b.1 The views of AUKCAP can be expressed subject to the guidelines in 2.1, 2.2 and 2.5 above.
- 3b.2. The Communications & Campaigns Manager should be informed of all approaches and the action taken.

3c In response to media requests for comments by older people.

- 3c.1. It is essential that AUKCAP obtains permission to release personal details and agreement to participate (some people do not want media contact) from all individuals in advance.
- 3c.2. It must be made clear to all parties that these comments are wholly independent from AUKCAP.

4 Monitoring

- 4.1 It is important that we know what we have said, (and what has been said about us) in the media.
- 4.2 We also need to evaluate the effectiveness of our press releases etc., and to determine which of our campaigns and activities are of interest to journalists and producers.
- 4.3 All staff and volunteers are encouraged to look out for and collect references to AUKCAP in the media.
- 4.4 Press cuttings should be sent to the Communications & Campaigns Manager.

Review

This document will be reviewed within 36 months of adoption.

Media Relations policy approved 01/09/2020 (Date)

Hazel Willis

Signed by Chair of Trustees