



Media Protocol

Responsible for policy:

Policy Status:

Policy Review:

Chair of Directors

CC2 Strategy, People and Organisational Development

Birmingham Diocese Education Service

Biennial



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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 and includes all sites upon which the Company's activities are, from time to time, carried out. The Romero Catholic Academy includes; **Corpus Christi, Good Shepherd, Sacred Heart, 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 **'Chief Executive Officer'** or **'CEO'** means the person responsible for the performance of all academies and staff within the Multi-Academy Company and 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 and Finance)
- xiii **'Vice-Chair'** means the Vice-Chair of the Governing Body elected from time to time.
- xiv **'PLMR Communications'** [PLMR | communications + impact | PR and Public Affairs](#) means the external communications and public relations company engaged by The Romero Catholic Academy.

PLMR'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.

PLMR Advent

Friars House
Manor House Drive
Coventry
CV1 2TE
Tel: 024 7663 3636

1. Procedure Statement

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

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

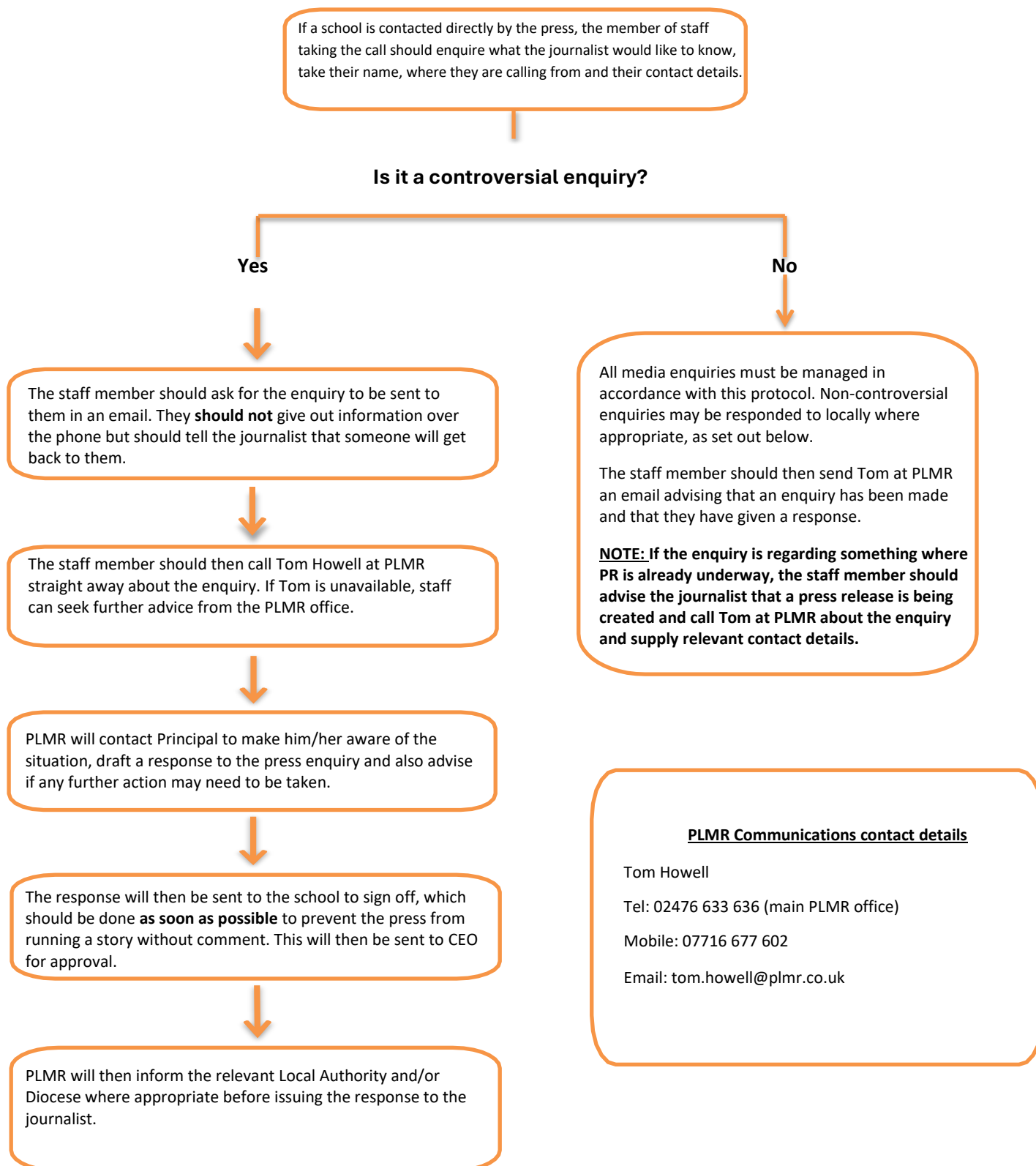
PLMR Communications is experienced in assessing media opportunities and identifying the best course of action in developing a response. The Principal of the School and Advent Communications will manage reactive and proactive media relations.

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 professional and constructive relationships between the Academy and the media.
- Provide timely, accurate and appropriate responses to media enquiries.
- Liaise with the Diocese where appropriate.

3. Process Flowchart



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 PLMR Communications.
- The Principal of the School and PLMR Communications will act as the liaison between the school, the Academy and the media.
- PLMR Communications will assess the media enquiry and develop the most appropriate response or action and identify the most appropriate spokesperson.
- PLMR Communications will make the Principal of the School aware of the situation.
- PLMR Communications will send the proposed media response to the Principal of the School for sign-off or, where the enquiry relates to the Academy as a whole, to the CEO
- PLMR Communications and the Principal of the School may, where appropriate, escalate the matter to the Chair of the Board, the Diocesan Education Service and/or the relevant Local Authority before a response is issued to the media.
- 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 first gain the consent of the Principal of the School.
- 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.
- All media activity must align with Keeping Children Safe in Education (KCSIE). Where there is any safeguarding risk, the Designated Safeguarding Lead must be consulted prior to engagement.
- All media engagement must comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. All media engagement must comply with applicable data protection legislation and the Trust's Data Protection and Privacy policies. Where consent is required for the use of a pupil's personal data, image, recording or contribution, appropriate consent must be obtained and recorded before publication.

5. Persons affected

- All staff
- Fundraising groups
- External groups and organisations
- Pupils and families
- Governors and directors
- Diocesan representatives

6. Definition of terms

- **Media** - includes all forms of print, broadcast and digital media.
- **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 fundraising activities.
- **External Organisations** – Includes professional associations, local authorities and the Diocesan Education Service.

7. Responsibility

- Every employee is responsible for complying with this protocol.
- Staff supervising volunteers or others working on a casual basis on Academy premises are responsible for ensuring that they are aware of the relevant requirements of this protocol.
- Senior leaders and department heads are responsible for ensuring that staff are aware of this protocol.
- The Senior Leadership Team is responsible for supporting and implementing this protocol and ensuring that it remains up to date.
- The Shared Services Team will liaise with the Diocesan 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 delegates the implementation of this protocol to the Local Governing Bodies.
- This protocol will be reviewed biennially by the CC2 Strategy, People and Organisational Development Committee.

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