

MEDIA POLICY



Support and friendship
for families

Home-Start Oldham
Stockport & Tameside

Introduction

It is important for everyone – staff, trustees and volunteers – in Home Start Oldham Stockport & Tameside to appear to speak with one voice when dealing with the media and at the same time ensure that everyone knows how medial approaches and enquiries should be handled. This may be a) dealing with good news and b) dealing with any negative situation.

Principle

As a regular part of its mission Home-Start Oldham Stockport & Tameside is committed to the promotion of the scheme's work in supporting families.

Procedure

It is important that staff, trustees and volunteers all understand the implications of speaking to the media and to know how to respond when approached by the press. As a general principle all enquires should be channelled through the scheme manager who will take the decision on how to proceed. No one should have a discussion with the press or media without prior consultation with the organiser or the board's chairperson. There maybe some situations where another staff member is better qualified to handle a particular media enquiry but it must be with the endorsement of the scheme's manager or chairperson. Where the scheme is facing negative publicity all enquiries must go through the manager or board chairman.

An annual plan covering the areas to be promoted during the year is good practise and maintains a structured approach to promoting the scheme's work. This will be contained within the action plan of the scheme's Volunteer Development Officer who has responsibility for publishing good news stories and information on the scheme's facebook page.

Key Contact Information

The scheme organiser will be the person with first line of contact responsibility with the board chair being contacted at other times where appropriate.

Out of hours contact numbers:

CEO: Sarah Cook Mobile 07515 161345

There may be times when support is needed from Home Start UK for example if there is a major hostile enquiry which other media get hold of, or if there are court, fraud or child protection proceedings that you do not want to become public.

Signed  Chairperson HOST

Date 15th August '18

Date of Next Review 15.8.21