



Policy on Managing the Media

Bretherton Endowed CE Primary School

"Walking in the footsteps of Jesus with our Christian family, we learn, grow, achieve and flourish together in God's love."

This policy is for Bretherton Endowed CE Primary School and The Hub, Bretherton Endowed Out of School Provision.

This is a guidance policy in how Bretherton Endowed CE Primary School will deal with enquiries from the media involving incidents or issues relating to school, staff, children or premises.

CONTACT FROM THE PRESS

If school is contacted by the media/press take time to respond. Staff will not feel pressured to share information immediately. The following will be considered and then a time will be agreed to be further contacted by the press.

Steps to take:

- Take the journalist's name, publication and contact details
- Ask where the story will appear: publication, programme, day and time
- Try to find out where the journalist is coming from e.g. what is the angle of their story?
- Ask who else has been contacted and what information has been shared
- DON'T be tempted to share 'off the record' information. There is no such thing!
- DON'T tell a journalist that something is not a story-this will make them more determined
- If the issue is particularly controversial, seek advice from Children's Services and the Local Authority's media team. Ensure that you also inform the Chair of Governors of the contact from the journalist

INTERVIEWS

If you are requested to give an interview, consider the following:

- What is the angle of the interview or story?
- Who else is being interviewed?
- If others have been interviewed, what has been said already?
- What do they want to ask you? Ask for the line of questioning beforehand
- Will it be live or pre-recorded?
- When will the interview be broadcast?
- If the interview is live, will another person be interviewed at the same time e.g. a head to head?
- If you are going to be interviewed use the hand model-what are the five key points you wish to get across in your interview?
- Clarify your position and statement beforehand with those who need to know e.g. Chair of Governors/Children's services

WRITING A PRESS RELEASE

- Ensure that the press release has structure with the most important information at the top
- Introductions should not be more than 25 words
- Provide basic information e.g. who, what, why, when, where and how
- Include contact points e.g. for more information etc.
- Write in plain English, keep sentences short and succinct
- Include comments/quotes
- Don't use jargon
- Ensure that those who need to see the information are given it beforehand e.g. Chair of Governors/Children's Services/ legal services/LCC press office
- Is a picture required-if so are relevant people available?
- Make sure you are available on the day of press release for radio/TV interviews
- Do we have permission for the pupil/student in question to be photographed?

If you are unhappy with the reporting of a story, you have a right to complain. The editor's code of conduct includes a section on right of reply:

<https://www.ipso.co.uk/IPSO/makeacomplaint.html>

The code also states that pupils and students must not be approached or photographed at school without the permission of the School authorities.

In the event of needed to follow the guidance in this policy, the staff member will ensure the Headteacher or in her absence Deputy Head Teacher or Chair of Governors has been consulted and where possible, they will take ownership of the enquiry. The Lancashire County Council Legal team are also contactable on telephone 01772 530849

Adopted : Sept 2025

To be reviewed :No later than the end of 2027

All aspects of our policy intends to comply within the Data Protection (GDPR) legislation.



Headteacher : Mrs Alison Moxham Chair of Governors : Mrs P Aspden www.brethertonschool.org.uk