



The Bishop Konstant Catholic Academy Trust

Learning Communities, Inspired by Faith

Trust Media Handling Policy 2021



The Bishop Konstant Catholic Academy Trust,
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POLICY DOCUMENT	Trust Media Handling Policy 2021
Legislation/Category: Academy Schools	Highly Recommended
Lead Member of Staff:	Trust Business & Compliance Manager
Approved by:	BKCAT Trust Board
Date Approved:	December 2021
Revision Date:	December 2024
Review Frequency:	3 year

Version	Date	Author	Changes
1.1	November 2021	Trust Business & Compliance Manager	Reference to the Trust Standards Officer within the policy changed to the Chief Executive Officer.
1.0	December 2018	Trust Business & Compliance Manager	Starting Document and Layout.

All policies are written in line with our ethos:

All policies are written in line with our Trust Mission statement: With Jesus Christ at the centre of the life of the Trust, we seek to provide learning communities offering the highest possible standards of education. We are committed to working in partnership and trust for the common good. We strive to encourage and empower children and young people to recognise and realise their God-given potential and to discern their vocation in life. As learning communities inspired by faith, we celebrate achievement, offering each other challenge and support, as together we follow Christ in self-giving love and service.



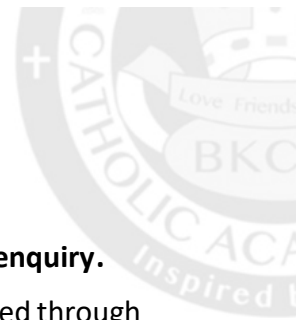
Trust Media Handling Policy

1 Introduction

- 1.1 This policy sets out the principles all Trust staff and volunteers, including the Trust Central Team, Trustees and Governors in the Academies should follow when dealing with the media.
- 1.2 The policy covers both proactive and planned press activity and reactive media in response to an incident and emergency.
- 1.3 In the case of an incident or emergency this policy should be read alongside the relevant Trust or Academy Business Continuity Plan.

2 Aims and Objectives

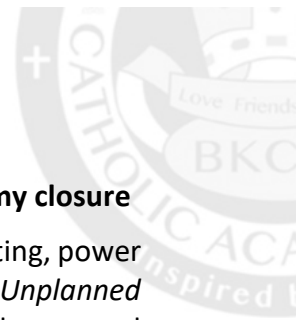
- 2.1 To ensure that clear lines of communication and accountability are observed between the Trust, Academies and media when dealing with an incident or emergency.
- 2.2 To ensure that requests for information from the media are handled properly and professionally.
- 2.3 To ensure that the principles of the General Data Protection Regulation (GDPR) and confidentiality are observed.
- 2.4 To ensure families whose students are on the 'no publicity list' have their privacy protected.
- 2.5 To ensure that only staff who have the Trust's permission to speak to the media do so.
- 2.6 To ensure all Academies are supported in handling the media and gain maximum publicity for positive news coverage.
- 2.7 To ensure that both the Trust and the Academy's reputation and ethos is consistently communicated and protected.



3 Principles

Reactive media handling in response to an incident, emergency or press enquiry.

- 3.1 In the event of an incident or emergency, all press enquiries must be managed through the Trust Central Office where the Trust Business & Compliance Manager will coordinate the media response in conjunction with the Diocese of Leeds, the Chief Executive Officer and the appropriate Headteacher, in consultation with the Chair of Academy Council.
- 3.2 Any staff member or volunteer who receives an enquiry from the media should report the incident to their Academy Headteacher who must then notify the Trust in accordance with 3.1 of the policy. Staff or volunteers receiving the initial communication should take a note of the date, time and contact details of the media enquirer and advise the media enquirer to submit their request in writing to the Trust Central Office, email admin@bkcat.co.uk as the Trust will only consider written requests. Staff and volunteers must not comment on individual media enquiries or promise a response. Failure to comply appropriately with this guidance may be a disciplinary offence for staff and volunteers. Trustees and Governors should refer to the BKCAT Trustees/Governor Code of Conduct.
- 3.3 The Chief Executive Officer will then agree in consultation with the Chair of the Trust whether a response to the media is appropriate. Responses may include a media statement, to be party to an interview or no response.
- 3.4 It will be at the Chief Executive Officer's discretion who should be involved in the response, but routinely the Chair of the Trust, or other Trustees will be informed as appropriate. In the case of an Academy level query, all responses will be agreed and coordinated in consultation with the Headteacher and Chair of Academy Council as appropriate with the final approval of the Chief Executive Officer.
- 3.5 The decision on whether to seek legal or professional advice will also be determined by the Chief Executive Officer in consultation with the Chair of the Trust, and will be coordinated by the Trust.
- 3.6 All statements/interviews regarding events or activities related to the Academy should only proceed once the permission is obtained from the Chief Executive Officer. If permission is granted, details of students/staff addresses and personal details should not be released to the media. The full name of the student and their age can be released, providing the student does not appear on the 'no publicity list' held in the Academy office and **only with the explicit consent of the student's parent/carer**. All staff and volunteers must ensure that no student on the list is included in a media photograph, video or in any form of communication with the media.
- 3.7 All reactive media handling will be a joint draft to include the Academy and Trust logo.



Reactive media handling by the Local Authority in response to an Academy closure

- 3.8 In the event of the closure of the Academy e.g. in case of snow, loss of heating, power or water, the Headteacher should notify the Local Authority following the *Unplanned School Closure Procedure* and the Local Authority will handle media releases and updates to the local press and radio. The Academy website will remain the first point of reference for many parents/carers, therefore, it must be updated with relevant information as soon as the decision is taken to close the Academy. The Chief Executive Officer and the Trust Business & Compliance Manager must also be notified of the decision to close the Academy and the reason specified.

Proactive media handling

- 3.9 At times, the Trust or Academy may wish to proactively seek media coverage to advertise or promote an Academy opportunity, success or event. This is very much encouraged.
- 3.10 Positive press stories may be drafted by the Academy staff, however all press releases or adverts must be approved by firstly the Academy Headteacher and finally by the Chief Executive Officer prior to release, to ensure accuracy and consistency.

Monitoring and Review of this Policy

The Trust shall be responsible for reviewing this policy from time to time to ensure that it meets legal requirements and reflects best practice.

The Bishop Konstant Catholic Academy Trust is an exempt charity regulated by the Secretary of State for Education. It is a company limited by guarantee registered in England and Wales, company number 8253770, whose registered office is at St Wilfrid's Catholic High School & Sixth Form College, Cutsyke Road, Featherstone, WF7 6BD