



MEDIA POLICY AND GUIDELINES

Date Created: December 2016

Reviewed: Caz Warnes, November 2022

Authorised: Martin Edwards, November 2022

Review Date: November 2024

Media Policy and Guidelines

Overview

Julia's House has a reputation for providing an outstanding service to life-limited children and their families. It is a well-loved, well-respected and award-winning local charity. Because of this, the media is frequently interested in running stories about us. This publicity is hugely beneficial, both to attract more supporters and fundraisers, but also to raise our profile and make people aware of what we do and of the value to families of the service we provide. We have a responsibility to be open and responsive to requests for information about us because we rely on community support for our funding and media support is a vital part of educating and engaging the public.

Why we need a policy:

These guidelines are to help staff and volunteers understand the importance of making sure any information we put out to the media is accurate, authoritative and relevant to what we are trying to achieve as a charity. It is important that our public messages are consistent to avoid confusion. This policy aims to help all those who may be faced with a media enquiry.

Who the policy applies to:

This media policy applies to all employees of Julia's House, its Board of Trustees, Patrons, Ambassadors and volunteers, including Friends' Groups. It covers all external news media including broadcast, electronic and print.

Who handles our media enquiries?

The Julia's House Communications and Marketing Team should be your first port of call for any media enquiry. The team has experience in media relations and will know the best way to provide information. This is particularly important if the media enquiry is about a significant or sensitive issue. The Communications Team will be briefed on the official Julia's House position and therefore able to provide statements and quotes on behalf of the charity.

The Julia's House Communications and Marketing Team is responsible for:

- Increasing public awareness and understanding of Julia's House, the services we provide, our fundraising and campaigns and our plans for the future.
- Maintaining and promoting a positive public image of Julia's House and its work.
- Supporting the recruitment of staff and volunteers

Who can be a spokesperson for Julia's House?

All media enquiries should be passed to the Communications and Marketing Team. Depending on the situation, the Communications and Marketing Team may ask you or someone else outside the team to be a spokesperson on a particular issue due to their knowledge, experience or expertise. The Communications and Marketing Team will work with that person to produce a quote or a statement or prepare them for an interview. Preparation may include developing talking points as well as advising, training and practising for the interview.

How to deal with a media enquiry:

- A reporter, producer or other news media person may contact you for a number of reasons, for example:
- To get information about us or one of our fundraising events

- To get information about a recent unexpected event such as a theft from one of our shops or a surprise donation.
- To find out more about one of our families or fundraisers
- To get information or comment about an action or event that could impact on charities or children's hospices generally.

REFER ALL MEDIA CALLS TO THE COMMUNICATIONS AND MARKETING TEAM:

Please do not say you are not allowed to talk to a reporter or have to get permission to do so.

Instead, tell the reporter: *"Our Communications and Marketing Team are the best people to talk to about this/will be able to help you. Please give them a ring on 01202 644220 or can I take your details and ask someone from the Communications and Marketing Team to get back to you."*

It is important to respond quickly, politely and professionally to all media calls as any impression of us as an organisation may end up affecting the tone of the reporting.

Please act quickly as the reporter may be working to a deadline. Remember to contact the Communications and Marketing Team immediately as the team will need your help to prepare a response. Do not let a reporter persuade or pressurise you to into answering questions on the spot. It is important to have a little time to prepare an accurate response – and, where appropriate, it also gives us an opportunity to include some extra information that could help promote our service or fundraising.

How to deal with a request to take photographs or film:

If someone is asking for permission to take pictures or do some filming a similar process should be followed. Refer the caller to the Communications and Marketing Team.

No-one must be given access to Julia's House property (inside a shop, within the grounds/inside the hospice) for a photo or filming without permission from the Communications and Marketing Team and in return, the Communications and Marketing Team will never give approval without talking in advance with the manager of the property.

Decisions to allow filming or photography will be based upon a number of considerations including but not limited to:

- What does Julia's House have to gain from the photo/ filming?
- How much disruption will it cause?
- Is the property in a fit state to be filmed?

A reporter or camera crew may show up unannounced. This is most likely to occur in crisis situations – for instance, if there has been a theft.

You should contact the Communications and Marketing Team immediately and let them know which news organisation is there (ie: the Echo, Gazette and Herald, ITV, BBC). The Communications and Marketing Team will contact the camera crew's news room or the photographer's editor for clarification. We cannot prevent the filming or photographing of common areas outside our shops or hospices eg: public car parks, pavements.

The media cannot block the entrance to our properties or prevent people from entering or conducting business as usual. If they do, or you receive complaints from families or customers you can politely pass these on to the media.

Be polite and friendly, but also remember that everything you say or do may be observed and filmed or photographed as extra 'colour' for the report they are trying to make.

Guidelines for Seeking Media Coverage

If you have a positive news story to share publicly, let the Communications and Marketing Team know. It is the only department authorized to distribute news releases, pitch coverage of Julia's House events or arrange filming/photography.

- Never call a reporter or contact a newspaper, radio station or broadcaster directly without first consulting the Communications and Marketing Team.
- The Communications and Marketing Team will work with you to gather information and determine if and how the news media should be contacted and whether a story clashes with other communications being planned by Julia's House.
- Some news items may be more appropriate for internal publicity such as via Our House or best served via the Julia's House social media channels (please refer to separate Julia's House Social Media Policy)

Who to contact in the Communications and Marketing Team:

Group communications email address (use this if in any doubt): pr@juliashouse.org
Tel. 01202 644220

Caz Warnes - Communications and Marketing Director:
M: 07968 888404
caz.warnes@juliashouse.org

Susie Carver - PR and Communications Officer (Dorset):
M: 07900 828530
susie.carver@juliashouse.org

Laura Shack – PR and Communications Officer (Wiltshire):
M: 07850 928133
laura.shack@juliashouse.org

FOR SOCIAL MEDIA ADVICE, PLEASE REFER TO OUR SOCIAL MEDIA POLICY

Originated by: Sally Rowe, Dec 2016

Reviewed by: Caz Warnes, Nov 2022

Authorised by: Martin Edwards, Nov 2022