

WORCESTERSHIRE COMMUNITY FOUNDATION EMERGENCY FUND							
Title	Media Protocol						
Reference	011	Version	1.0	Date	30/10/2015	Author	R. Britton
Review	01/09/2018	Notes	Review subject to discussions with WCC Press Office				
Purpose	To set out arrangements for media relations once the emergency fund is activated						

1. The successful operation of the Emergency Fund will depend on the successful use of the full range of local, regional and national media as appropriate.
2. All contacts with media must be accurate, appropriate and timely and must adhere to the principles and approach set out in this document. No contacts with the media may be made outside the terms of this document.
3. The purpose of media contact is to:
 - a. Motivate organisations and individuals to make donations to the Emergency Fund
 - b. Alert charities who are not pre-authorized to the possibility of applying for grants
 - c. Inform the wider community of the work of the Emergency Fund
4. The lead on media relations during an emergency is the County Council's Press Office and normally all press releases will be passed through them and the overall approach will seek to fit with their media strategy.
5. Information will be passed on in the form of a draft press release. A template for this is attached as an annex.
6. The key pieces of information to be provided are:
 - a. That the Emergency fund is in operation
 - b. How to make donations
 - c. Updates on the total value of donations
 - d. Examples of grants given and their impact on individuals
 - e. Rebuttals of inaccurate information
 - f. Summary of the appeal at its conclusion
7. When the Emergency Fund is activated one named individual will be identified as responsible for media relations. They will be the only conduit for media releases and will have authority over all media matters and will act as spokesperson for the organisation unless they consider that another individual is best placed to speak.



**WORCESTERSHIRE
COMMUNITY FOUNDATION**

Making a Difference to Your Community

EMERGENCY FUND PRESS RELEASE

Tell the story in as clear and concise way as possible. In the first paragraph try to summarise the whole story and then go on to expand on the components. Try to include quotes from individuals and where possible tell personal stories rather than just giving an overview or commentary.

-ENDS-

Notes to editor:

Insert here any additional background information and notes which may be useful but do not form part of the press release itself. This allows the media to focus on the story you are telling but to dig deeper if needed

Attachments:

List any documents or photographs attached

Contact:

Insert your contact details so details can be followed up.

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