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**This service is available for Academies and Maintained schools****Description:**

An expert crisis media management service for schools provided by a team of communications professionals with extensive experience of crisis communications, local knowledge and media connections.

Year Academic year 2020/21

**Benefits****Bronze package**

- Re-directing media calls to the council's media team
- Logging media enquiries and requests for interview
- Agreeing best course of action with senior leader/head and gathering relevant information
- Drafting media lines in response to media requests
- Preparing key spokespeople for media interviews
- Monitoring and circulating media coverage
- Rebutting inaccurate coverage.

**Silver package**

- All element of the bronze package plus
- Reputation and risk management, including matters not yet in the public domain
- Working closely with school senior leaders on the management on extended incidents such as court cases
- Developing a communication plan for key stakeholder communications
- Reviewing and editing correspondence for staff, parents, governors and the community.

**Unplanned package**

- All elements of the silver package charged at a higher rate and with on-off hourly charges for officer time spent on the crisis issue.

**Office hours:**

Core hours 9am- 5pm contact [press@ealing.gov.uk](mailto:press@ealing.gov.uk) or call 0208 825 8686. An on-call service for out of hours emergencies is available via the council's out-of-hours service on 020 8825 5000. Schools should ask for the duty media officer.

**Provider:**

Strategy and engagement, communications team

**Contact:**

- **Moira Mercer**, Marketing and communications: [mercerm@ealing.gov.uk](mailto:mercerm@ealing.gov.uk) 020 8825 8686

**Further details:**

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- [Yes](#)
- [Neutral](#)
- [No](#)

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