
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 2021/22

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 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 020 8825 8686

Further details:

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

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