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

An expert crisis media and communications reputation 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 2024/25

Benefits**Basic package**

- Re-directing media calls to the council's communications 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
- Talking directly with media on behalf of the school where necessary
- Preparing key spokespeople for media interviews if appropriate
- Monitoring and circulating media coverage
- Rebutting inaccurate coverage.

Enhanced 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 targeted key stakeholder communications
- Reviewing and editing correspondence for staff, parents, governors and the community.

Unplanned package

- All elements of the enhanced package charged per pupil plus a one-off charge per hour for officer time spent on the crisis issue.

If a school doesn't sign up to the basic or enhanced package and requires media and communications support, the unplanned package charges will be discussed with the school before strategic and tactical support is agreed and provided.

To discuss this further and to hear where the communications team have provided support to schools recently, please contact Clare Saul.

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:

- **Ealing Council press office**, Marketing and communications: press@ealing.gov.uk 020 8825 8686
- **Clare Saul**, Marketing and communications: saule@ealing.gov.uk

Further details:

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