



## SCRP Policy 3 Media Protocol

Southeast Communities Rail Partnership (SCRP) and **XXXXX** acknowledge that there are benefits in having a media protocol, which recognises that both are wholly independent of each other, but have a strong symbiotic relationship.

1. We will copy each other into our news releases on issue
2. The contribution of partners (SCRP, Network Rail, TOCs and others) will be acknowledged in press and internal newsletters where appropriate, to promote co-operation and mutual respect as appropriate.
3. We will ensure that, where appropriate, advance notice is given of news releases to ensure that a joined up co-ordinated approach can be taken; where appropriate, joint news release will be issued with reinforcing quotes by both organisations. Requests for quotes in such circumstances will be turned around within 24 hours
4. News releases featuring staff from the partner organisation will not name/depict more junior members of staff without the prior agreement of their management; this does not apply to station managers or more senior members of staff attending organised/public events
5. Direct quotes will **never** be ascribed to a named individual without the express permission of the individual, or their media team where appropriate
6. The normal points of contact for the SCRP will be the community rail development manager, and the line managers, although directors may also be involved, as necessary.
7. The normal point of contact for **XXXXX** will be the PR Manager or nominated substitute in their absence.

<b>Status</b>	<b>Draft agreed by</b>	<b>Considered by Board</b>	<b>Final version approved</b>	<b>Review</b>
Pending	Board	March 2020		Periodically
<b><i>Date Reviewed</i></b>	<b><i>Reviewed By</i></b>		<b><i>Comments</i></b>	
August 2020	Fiona Morton		Reformatted and name change	

Signed on behalf of **XXXXX**: