

	<h2>PR &amp; Media Procedure</h2>
<p>Last updated November 2021</p>	<p>Next review date November 2022</p>

### PROCEDURE FOR INCOMING REQUESTS

- If you receive a request from a journalist or media outlet, please take their name and contact details and pass to the PRO – Charli Higgins via [media@sidmouthlifeboat.org.uk](mailto:media@sidmouthlifeboat.org.uk) or 07534 345 497.
- If the PRO is unavailable, the Operations Chair, Secretary or Operations Manager may respond reactively to the press if the enquiry is urgent – **Ian Fletcher 07968 344660, Naomi Cook 07394 268693, Phil Shepperd 07840 816692.**
- Other than the four people identified above, no member of the organisation should answer any questions or provide any comment to the press on behalf of the organisation. If pushed for information by a media contact, please repeat that their contact details have been collected and the right person will be in touch shortly.

### PROACTIVE MEDIA RELATIONS

- All press releases, alerts, pitches, articles and social media posts that represent Sidmouth Lifeboat must be planned, co-ordinated and released through the PRO.

### PROCEDURE FOR PROACTIVE MEDIA RELATIONS - SHOUTS

- After a call out has taken place, the Duty Helm and/or DLA should complete the [Callouts Log](#) - saved in the shared drive - and inform the PRO when complete.
- If a callout was of a sensitive nature and the details to be released publicly differ from what is recorded in the callout log, the DLA and/or Duty Helm must make the PRO aware of this immediately and provide alternative wording to release publicly.
- If any photos have been taken during the callout, these should be shared with the PRO, who will decide if they are suitable for use with media.
- The PRO will then write a media alert, which will be sent to the Sidmouth Lifeboat media list and uploaded to the Sidmouth Lifeboat website.
- The PRO will then share the details from the media alert on Facebook, Instagram and Twitter (as appropriate – the PRO will decide which channels each shout will be shared on).

### PROCEDURE FOR PROACTIVE MEDIA RELATIONS - OTHER

- Any member of Sidmouth Lifeboat can let the PRO know about positive stories from the organisation that may be deemed as 'newsworthy' e.g., fundraising events, bequests, arrivals of a new boat etc.
- The PRO will investigate these and pitch them to media at their discretion.

### ISSUES AND CRISIS COMMUNICATIONS

- If an incident or event occurs which may result in negative publicity for the organisation, the PRO will discuss the event with the Operations Manager and Secretary and agree on a communications approach on a case-by-case basis.