**Paisley & District u3a Media & PR Enquiries Protocol 2023**

This media and PR protocol will assist the chair, Executive Committee, interest groups and registered members of Paisley & District u3a. It will be reviewed on an ongoing basis, at least once a year and be subsequently amended and approved by the Paisley & District u3a Executive Committee as appropriate.

u3as are voluntary organisations usually with charitable status. The activity of engaging and dealing with media and PR enquiries is often done by u3a volunteers. These volunteers may have an existing expertise in media relations or have been given appropriate PR training. Each u3a is an autonomous body, and can decide to adopt current best practice to deal pro-actively with the media and any PR enquiries.

Paisley & District u3a is keen to cultivate good media relations and increase general awareness of its ongoing activities. The chair, Executive Committee, the interest and activity groups, plus the membership all have an important role to play in being u3a ambassadors. For this reason, this media and PR protocol outlines how we will promote ourselves and how any internal requests are to be handled. This helps the u3a to develop, strengthen and protect its reputation.

Paisley & District u3a wants to provide the media with accurate and relevant information and photographs about the range of activities and groups it offers. Our u3a also acknowledges that such tasks are done voluntarily and time constraints for volunteers may determine when and what can be achieved.

**Promoting Paisley & District U3A with the media**

* The chair or a designated Executive Committee member will read, may amend and then approve any promotional materials mentioning this u3a before their release to the media
* Press/news releases and photographs for the media can be provided either by the u3a media/ PR volunteer, our own members or an external source. These materials will be checked for accuracy, content, style and tone by the u3a chair, or a designated committee member, before agreement is given for their release to the media
* Advance planning with appropriate time frames is necessary so the chair can properly delegate u3a press/media work.
* A copy of any u3a press release, photograph(s) and promotional materials will be made available, after obtaining appropriate permissions, for inclusion on the Paisley & District u3a website
* Any photograph(s) used with a press release which include images of u3a members/speaker should have the consent of those featured prior to release (this can be given on the membership application form, by email, or on Zoom)
* Any press release which features a quote from a guest speaker or external source will likewise require their prior consent (usually by email).

**Handling Media/PR requests and enquiries**

* In the first instance, all media/PR requests for information, research, interviews, case studies and photographic materials for Paisley & District u3a events, activities and groups go directly to the chair. S/he determines the response and directs who will provide the information to deal with the request. If the chair is unavailable, the media request will be dealt with by a designated Executive Committee member. The request may also require input from the u3a media/PR volunteer and/or individual u3a members. The chair reserves the right to refer any publicity request to the Executive Committee, who will decide whether or not to proceed with a media release.
* Requests for PR help, either externally or within Paisley & District u3a itself, will be processed as quickly as possible. Each enquiry will be handled on a case by case basis. Normally, a request to provide media information or PR assistance will be approved or declined by email within 7 days while a verbal decision may be given much sooner, usually within 24-48 hours
* Details of the enquiry, caller, media organisation and contact number will be logged and shared with the u3a media/PR volunteer. This data will help in designing how Paisley & District u3a takes forward its future media strategy
* Paisley & District u3a accepts no liability for the quality or accuracy of the information given, though it endeavours to provide this in good faith
* Paisley & District u3a reserves the right to refuse to engage with the media where it feels that such engagement may be perceived to harm its public image, go against its objectives, or compromise its activities or membership.

AMP April 2023