

Paisley & District U3A Media & PR Enquiries Protocol

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 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, interest or activity groups, and the membership all have an important role to play in being U3A ambassadors. For this reason, a media and PR protocol outlines how we will promote ourselves and how any internal requests are to be handled. This helps a U3A to develop, strengthen and protect its reputation.

Paisley & District U3A wants to provide to the media 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 what can be achieved.

Promoting Paisley & District U3A with the media

- The chair or a designated Executive Committee member will read and approve any promotional material mentioning this U3A before it is released to the media
- Press releases and photographs for the media can be provided either by the U3A media/ PR volunteer, our members or an external source. These materials will be checked for accuracy, content, style and tone by the chair or a designated Executive committee member before being agreed for release to the media
- Advance planning with agreed time frames is essential so the chair can properly delegate U3A press work.
- Any photographs used in press releases that include images of U3A members/speakers should be given consent by the subject(s) prior to release. This includes any photos for inclusion on Paisley & District U3A social media
- Paisley & District U3A members will be advised when filming or photographs will take place at its meetings, events or site trips. Any member who does not wish to take part can opt out on the day by telling

the chair/leader of their group/ fellow U3A members of their preference before the event is underway. U3A members can permanently opt out of any U3A filming or photographs by simply emailing the chair and/or the leader of their group/site trip at any time. This will ensure that the PR/media volunteer, external media photographers, and the U3A membership only take pictures of fellow members who are willing to be filmed and/or photographed.

- Copies of any U3A press releases, photographs and promotional materials are to be made available for inclusion on the Paisley & District U3A website
- Any press releases that feature quotes from guest speakers or external bodies will likewise require their prior consent.

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
- 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 to the media, though it endeavours to provide it 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.