



Cork Education and Training Board

Media Relations Protocol

In the event of any contact from a journalist/the media about your school/campus/centre/service or any of its projects/or developments, please adhere to the following protocol.

Key points:

- Do not immediately agree to the interview – always advise that you will check your schedule and revert back to them with a preferred time/ day.
- Take their name, number, email and media house name.
- Always request a rough list of questions on the topic you are to be interviewed on in advance from the journalist or media house in question and submit these to Cork ETB when notifying them.
- Notify your principal/manager and Cork ETB (communications@corketb.ie) of the media request and indicate when they are requesting the interview/responses to take place/be submitted.
- Advise Cork ETB on the above information you have taken and the medium (print/ radio/ television/online/podcast) and the topic and nature surrounding the interview.
- Do not proceed with any interview until you permission has been received from Cork ETB.

Why?

Cork Education and Training Board require notification of all proposed media interviews for a number of reasons:

- The organisation would like to keep a record of media appearances from staff from a coverage monitoring perspective.
- In addition to this it allows us to ensure consistent tone of voice and messaging that is aligned with both Cork ETB's values, policies and procedures.
- We can endeavour to either limit, prevent, or control the messaging of any media coverage relating to subjects that might be deemed sensitive.
- This can also protect you, your stakeholders, staff, families, and the Cork ETB brand.

Should permission for the media interview be given, please contact the Communications Team in Cork ETB who will provide tips and techniques that will assist you to ensure you are fully prepared.