

Guidance for engaging with media for FPH SIG members

This document is for Faculty of Public Health (FPH) Special Interest Group (SIG) members and outlines Faculty processes and guidance for engaging with print, broadcast, or other media. The guidance should be considered alongside other Faculty policy on external communications, including our <u>Social Media Policy</u>.

Important to note is that in no circumstance should any Faculty member, including Faculty Officers, Committee Chairs, or SIG Chairs, engage with journalists or other media representatives when using their FPH affiliation without first contacting the Faculty Communications Team.

The below processes are adapted from the Faculty's flowchart for consultation responses/endorsements.

Reactive media engagement

Reactive media engagement refers to a situation where the Faculty is responding to a current news story. In this case, a journalist or media representative may contact the Faculty or a Faculty member to elicit a response, or the Faculty may choose to issue an external statement and distribute to media.

- A relevant news story is identified by the Faculty Communications Team, SIG, Committee, or other Faculty member potentially by direct contact from a journalist.
- •If a Faculty member, SIG, or Committee has identified the story, they must email the Faculty Communications Team, who will escalate as appropriate to the Faculty CEO/ President/ Officers and agree whether a Faculty response is warranted.
- •If it is agreed that a Faculty response is appropriate, the Communications Team will offer guidance on the nature of the response e.g. a letter/ statement/ press release etc. and whether to engage with external partners to co-sign.
- •The Communications Team will then work with relevant SIGs/ Committees/ members to advise and draft the response, including any quotes etc.
- •Response returns to Faculty CEO/ President/ Officers for final sign-off, and the Communications Team will disseminate to relevant media as appropriate e.g. exclusive offer/ press release/ letter to editor.



Proactive media engagement

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Proactive media engagement refers to a situation where the Faculty 'sells-in' an original story for coverage in the media. This will normally relate to a new report, project, or other piece of work that the Faculty is leading on, potentially in partnership with other organisations.

- $\bullet \text{A Faculty SIG is developing a new peice of work that they feel could warrant coverage in the media. } \\$
- •SIG Chair emails the Faculty Communications Team, outlining they work and why they feel it is relevant for media coverage.
- Faculty Communications Team will liaise with the Faculty CEO/ President/ Officers as appropriate and agree whether the work is suitable for media coverage.
 - •The Communications Team will then work with relevant SIGs/ Committees/ members to advise on the best approach to maximise chances of coverage including whether to reacah out to stakeholders to co-sign and then co-produce draft press release/ letter/ statement/ quotes as appropriate.
 - •Dissemination plan and materials return to Faculty CEO/ President/ Officers for final sign-off, and Communications Team disseminate to relevant media.

General guidance for successful media engagement

- Engage with the Faculty Communications team as early as possible when planning proactive media engagement – they can offer advice and support to build-in media hooks to your work.
- Journalists are looking for something new or novel statements or other responses are unlikely to receive media coverage if they contain information which has already been reported on.
- For national/ mainstream media, the issue you are hoping to gain coverage on must have "cut-through" – it must be of wide concern and significance to the public, and must be relevant and contemporary.
- Impactful facts, figures, and statistics are welcomed by the media.



- Where appropriate, engaging with the media when representing a collation of interests/ organisations can increase chances of coverage.
- Timing is very important in securing media coverage having a story/ statement which 'hooks in' with other events e.g. a new report/ data from Government can increase chances of coverage.
- Having punchy and direct quotes from senior leaders will generally be necessary for any broadcast or print media.