

Co-operative Assistance Network Limited

Press and Media Handling Policy and Implementation Strategy

Policy

To use press and media to promote to purchasers and potential purchasers of our services:

- What we do
- How well we do it
- Our co-operative values and principles
- Our social outputs.

Objectives

- Take full advantage of opportunities to provide media with positive stories reflecting our achievements
- Ensure that our web site has regular new messages
- Involve all workers in promoting our co-operative and its work
- Avoid “negative press”
- Avoid workers getting “put on the spot” by the media.

Implementation Strategy

- Directors appoint Press Officer and ensure that they are provided with adequate time and resources to carry out their JD
- Press Officer to:
 - o Map press contacts in local areas of operation and trade press
 - o Cultivate good relationships with media contacts
 - o Provide good news stories to them and to CAN Web guardian
 - o Deal with incoming media enquiries
 - o Brief CAN workers where they might be contacted by the media.
- All workers to have within their JD contribution to the work of generating material for release to the press
- Training to be provided for all workers to assist the above
- RMs to provide Press Officer on form provided a draft press releases whenever a newsworthy event occurs such as:
 - o A new contract is signed
 - o A customer praises our performance.

- CDTLs to provide Press Officer on form provided a draft press release whenever a newsworthy event such as:
 - o A contract is completed
 - o A report with significant CAN input is published.
- DWs to provide Press Officer on form provided a draft press release whenever a newsworthy event occurs such as:
 - o An enterprise is established with CAN assistance
 - o An enterprise is able to significantly develop with CAN assistance.
- PD to provide Press Officer on form provided a draft press release whenever:
 - o A new product is piloted
 - o A new product achieves accreditation.
- All incoming enquiries from media to be routed to Press Officer
- All CAN workers to provide timely assistance to Press Officer when they require to check facts, obtain quotes etc.

Responsible Department: Marketing

Implementation Date: 28 April 2006

Review period: 5 years

Next review due: 28 April 2026

Agreed at Directors Meeting of [unknown]

Passed at Members Meeting of 28 April 2006