This policy on dealing with the press and media has been created to protect employees and the Society.

Press and media includes, but is not limited to:

- Local and national newspapers.
- Trade and industry magazines, such as grocery and retail publications.
- TV and radio stations.
- Online news services.
- Freelance journalists, including news bloggers.

No employee of the Society should respond to any enquiry, or initiate contact with the press or media without the express consent from Malcolm Brown, Head of Corporate Communications, or Oliver Howe, Corporate and Digital Media Manager in the Corporate Communications Department. Journalists are trained to ask probing questions – you, however, are not trained to answer them.

Any media enquiries received should immediately be referred to Malcolm or Oliver by phone or email:

Malcolm Brown
Head of Corporate Communications
**Tel:** 0131 335 4407 **Mobile:** 07831 817 752 **Email:** mbrown@scotmid.co.uk

Oliver Howe
Corporate and Digital Media Manager
**Tel:** 0131 335 4485 **Email:** oliverhowe@scotmid.co.uk

Not every enquiry is bad news. Sometimes they may contact you on a positive story, for example, charity or community related. However, these enquiries must still go through Malcolm or Oliver, in order that the Society gets the best publicity possible.

All press releases must only be distributed by the Corporate Communications Department. Any requests for press releases or contact with the media should be directed to Malcolm or Oliver who will arrange this.

Any press releases from external parties for distribution to the media on behalf of Scotmid must be sent to Malcolm or Oliver for approval.

Any press releases from external parties that mention Scotmid or contain quotes from a Scotmid spokesperson must be sent to Malcolm or Oliver for approval.

Any failure to fully comply with this procedure could lead to disciplinary action, which may include dismissal.