



DEALING WITH THE PRESS & OTHER MEDIA ENQUIRIES POLICY

Policy Number 33
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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 Andrew Sleight, Press & Social Media Manager. Journalists are trained to ask probing questions – you, however, are not trained to answer them.

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

Andrew Sleight
Press & Social Media Manager
Tel: 0131 335 4581 **Mobile:** 07850 002 078
Email: AndrewSleight@scotmid.co.uk

The Society has engaged a PR company to handle media enquiries should Andrew be unavailable. In such circumstances, contact either Shirley MacGillivray, Deputy Secretary (0131 335 4406, smacgillivray@scotmid.co.uk) or John Dalley (0131 335 4402, jdalley@scotmid.co.uk) for more details on how to contact the PR company.

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 Andrew, 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 Andrew who will arrange this.

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

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

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