

# East Lothian Council

FOI Ref: 2018/505030

- 1. What is your councils policy on the media contacting headteachers/schools directly?**
- 2. If you do not allow the media to contact schools directly, what are the reasons?**
- 3. What is the process by which this policy could be changed? For example, would it have to go through a council committee?**

- East Lothian Council has an in-house Communications Team which is the first point of contact for journalists on council media enquiries. This enables responses to media enquiries to be logged and co-ordinated by a dedicated Communications Team, which can provide professional support and advice to departments across the council.
- As we have over 40 schools of varying size in East Lothian, many head teachers or colleagues as delegated maintain links with the local media to provide proactive information on routine matters for story content. This could – for example – relate to school projects or pupil achievements. The Communications Team provides advice and support as necessary. Providing such information may occasionally result in follow-up enquiries from the local media. Where this is of a routine nature, schools will respond directly to the journalist.
- For any matters of a higher profile, the Communications Team will assist with the proactive issuing of such material and dealing with enquiries.
- Any change to such a process would be agreed between the Communications Team Manager and Head of Education, with consultation with other colleagues as appropriate.