

# GLOUCESTERSHIRE AREA QUAKER MEETING JOB DESCRIPTION

## TITLE: MEDIA CONTACT

### **Background**

At the Area Meeting of June 2011 it was proposed that AM should have a media contact to deal with press and other public media relations. The Clerk to Trustees presented a brief document to the Area Meeting of 18<sup>th</sup> September 2011 explaining this further and AM asked Area Meeting Nominations to identify a person. The trustees' guidance is set out below.

### MEDIA CONTACT/LIAISON

Your trustees have prepared a Rapid Response list to circulate to all our local meetings. The list includes contacts for property, legal matters, insurance and safeguarding young people and vulnerable adults.

We have been prompted to add either a person and/or a process for dealing with any media enquiries to area or local meetings or to individual friends. The person appointed would expect to receive support. We are seldom contacted but it is better to anticipate events when an immediate response is needed. A recent example followed Meeting for Sufferings decision to encourage a boycott of produce from the Palestinian occupied territories. Many meetings were contacted via email by a Zionist group.

We would wish our responses to the media to be informed and reflect our Quaker testimonies.

It would not be appropriate for an individual Friend to respond in the name of our meeting or Quakers when it is his/her personal response or lacking knowledge of any Quaker work or concerns relating to the issue raised.

### **General Content of the Role**

It is envisaged that the media contact would only be called on when there was a matter of significance, perhaps the release of an important paper; a controversy (as above), or an arrest or similar situation, which needed a coordinated response. It is not envisaged that the media contact would have to deal with the day to day press relations of each LM, advertising of local events or other relatively straight forward matters, unless specifically instructed by AM and agreed with the media contact. Once this person is appointed they will be the sole spokesperson for all Local Meetings within the Area regarding the issue concerned.

### **Experience and Qualifications**

As the situations in which the media contact will be expected to act are likely to be relatively serious and/or controversial it would be helpful if the person appointed had previous experience in public relations and the handling of the media.

## **Responsibilities**

- The writing of press releases and - if time allows - getting them signed off by the AM Clerk.
- Deciding to which media press releases are sent, and issuing/emailing them to the media.
- Agreeing contacts and speaking for the meeting.

Guidelines have been prepared by the media relations officer at Friends House and circulated to LM's and will be made available to the appointed person. Information on how to prepare press releases and how to prepare for radio and television interviews prepared by Friends House is also available.

E M WALKER – on behalf of Glos AM Nominations Committee 23.09.2011

14.11.2011 – Minor clarifications and amended to allow Friends House guidelines and information to be issued separately - E M Walker