

One25 Media Policy

One25 enjoys regular contact with the media. While this relationship allows for opportunities to promote and further the good work of One25, this policy ensures that all media requests are considered carefully and handled appropriately.

All requests from media organisations and journalists must be referred, in written form (e.g. email), to One25 to be approved by the CEO (anna.smith@one25.org.uk) and/or the Fundraising and Communications Manager (amy.sutcliffe@one25.org.uk).

Due to the sensitive nature of One25's work, it is against our policy for unauthorised staff, supporter or volunteers to partake in any media initiative about One25 without the full knowledge and consent of the CEO and/or the Fundraising and Communications Manager.

One25 may negotiate between a media request and a service user where this is deemed to empower the service user by giving her a voice, where there is low risk of relapse or other vulnerability and where identities are protected. We are most likely to negotiate this interview with media organisations that challenge stereotypes, avoid clichés and sensationalism and are willing to treat interviewees with dignity. Please see Service User Publicity Policy.

Any filming of service users must use a non-identifiable image. Where possible, journalists should use a pre-record with service users rather than live recording and agree to delete any answers that the interviewee wants to take back and record a different response. Journalists must be clear with interviewees when and where the recording will be used and confirm that she understands this using One25's signed permission form. The interviewee must be allowed a member of One25 staff to be present to support her. For more please see One25's Media Coverage Guidance.

One25 will decide whether to engage in confrontational debates on a case-by-case basis. This will depend on the key issues being raised; the level of knowledge and any bias the media outlet might have; the context in which One25's input will be used and whether a suitably briefed and confident spokesperson is available.

Reviewed By	Amy Sutcliffe, Fundraising and Communications Manager
Reviewed Date	July 2018
Next Review Date	July 2019
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