



Emergency Communication Protocol- Responding to Media

If a major story breaks for example, related to safeguarding or church closures and this is during usual working hours advice can be obtained from the Communications Officer, Presbytery Clerk and Depute Clerk as to how to communicate with the media regarding the news.

If a story breaks out of hours and you are contacted by the media and the matter is urgent, please call the out of hours number for the Church of Scotland Communications Team in Edinburgh

Call the national on-call communications officer at 07854783539

It is important to consider these steps when contacted directly by the media:

- Be friendly and respectful
- Avoid a reply such as 'no comment'. It implies that the church has rejected its right to reply
- A better response is 'Enquiries are being handled by the Church's Communication Team - please contact them' You can provide phone numbers and emails for your Communications Officer and the Presbytery Office.

Detailed information on handling media interest is provided by the Church of Scotland's Communication Team in this document:

<https://www.aberdeenshetlandpresbytery.org.uk/wpcontent/uploads/2020/12/Policies-and-Procedures-of-the-Communications-Department.pdf>