

Media & Public Relations Service

The insurance of 12 months' professional Media and Public Relations advice and representation from our award-winning team, which includes an experienced education specialist. For a simple flat fee we will manage your reputation when controversy strikes and promote your successes through positive publicity. There are no complicated price bands and we don't charge for additional days.

Your subscription will provide

- Professional advice and representation on media relations
- Publicity/reputation management
- Support for Ofsted reports
- News releases and briefing notes
- Press conference support service
- Press cuttings and TV monitoring
- Professional public relations advice and support

Pay as you use services

Basic Media Training Workshops

A half-day course focusing on radio and newspaper journalism. The workshop introduces the basics of effective media relations such as reacting quickly, getting the message right and what to say when you don't have the answer. The bulk of the workshop concentrates on interview techniques and provides participants with opportunities to develop their skills through realistic mock interviews. The course fee includes written feedback and tape copies of interviews. Each workshop can accommodate a maximum of six. Schools may wish to book places as a group through their Local Learning Communities.

Workshops can be held at a host school or alternatively at County Hall where refreshments and a buffet. Lunches are included in the fee.

Advanced Media Training Workshops

An intensive full-day workshop focusing on live and recorded TV interviews. The workshop is as close to real life as we can make it. We replicate TV studio conditions using the latest broadcast equipment and crews with current industry experience. We look at the differences between live interviews and recorded sound bites, how to deal with awkward interviewers, and the importance of dress, demeanour, voice and tone. Workshops are for a maximum of 12. The course fee includes written feedback, refreshments and lunch.

This service has been subject to competition through the Alternative Portfolio and has met the minimum quality standards required. For this particular service, there were no external providers who met this standard.

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Subscription charge

£255 per annum

Pay as you use prices

Basic Media Training Workshops - £65 per person

Advanced Media Training Workshops - £150 per person

Other terms and conditions

This year we've held our charges to within the rise in inflation. A simple, value for money flat fee of £255 provides your school with a year-round professional Media and Public Relations Service. No charges for additional days, no complicated banding structure and no sliding scale of fees. The only extra we charge is for specialist media training workshops to cover the cost of course preparation and feedback, hiring professional crews and equipment, and any refreshments.

Non-subscribing schools can purchase the Media and Public Relations Service at the daily rate of £255.

Further Information

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