

York Community Stadium Project Media Protocol

The Media Protocol aims to protect and enhance the reputation of the Community Stadium Project, gain maximum media coverage, provide strong and consistent messages as well as promote the understanding of the project's policies, activities and decisions.

The protocol will be adopted by City of York Council, York City Football Club, York Knights Rugby League Club, York City Athletics Club and Active York who are working together in partnership to deliver a community stadium in York.

The project is high profile. In order for the Project Group to be able to function effectively it is important that members understand that the project is high profile and therefore confidential.

The protocol has been developed to ensure that the approach to the media can be:

- open and honest
- proactive
- responsive and timely.

By working together the partnership group can liaise with the media to positively respond to and inform the public on this key topic of local interest and ensure that the messages about the stadium are regular and consistent. This can be achieved by:

- 1 Each interest group involved in the project can have a nominated person who will be their representative for communicating with the media. If any project member is approached by the media they should either a) refer the media to the nominated spokesperson or b) consult with their nominated media spokesperson to discuss the approach and how to respond to the request.
- 2 The partnership group should aim to discuss and agree the lines of a response or take advice from other members of the partnership where possible. However as a minimum the partnership group should be informed of any media submissions or responses and the content.