

# Media Relations and Inquiries Guidance

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Communications with the press can be particularly sensitive and staff should not respond to any media inquiry without first getting instructions from the Communications Media Relations Team or the Director of Communications.

The Media Relations team is the centralised point of action for any and all media relations including responding to media inquiries from journalists and writing news releases.

All media releases about The Open University from third parties must be approved by the Director of Communications and no external agency dealing with the media should be engaged without the approval of the Director of Communications. No other organisation should use The Open University's branded stationery to release information to the media.

All media requests and/or inquiries must be referred to the Media Relations Team in the first instance. The Media Relations team, in consultation with relevant staff, will assess the request, determine the most appropriate spokesperson, and either prepare a response or brief a staff member on the most appropriate response.

The Media Relations Unit runs a 24 hour, 7 day a week, media service and can be contacted on extension 54316 (07901 515891 out of office hours).

The Media Relations Policy (available on the Communications Intranet site) sets out in detail the process for responding to media inquiries.