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1 February 2014

## Protocol for handling media enquiries

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## 1 Handling a media enquiry

Never feel pressurised into responding to a journalist. If you can't respond yourself then let the journalist know and make sure that he or she is contacted by an appropriate member of Bus Users staff.

If you're approached at an event or meeting then ask for the journalist's business card and deal with the enquiry just as you would a phone or email request.

Media enquiries should be passed directly to Vicki Pulman at [press@bususers.org](mailto:press@bususers.org) If you're in England then please copy it to Stephen Morris on [stephen.morris@bususers.org](mailto:stephen.morris@bususers.org) in Scotland to Gavin Booth on [gavin.booth@bususers.org](mailto:gavin.booth@bususers.org) and in Wales to Barclay Davies on [barclay.davies@bususers.org](mailto:barclay.davies@bususers.org) If the call is in office hours then you can call the relevant Bus Users UK office (England on 01932 232574, Wales on 029 2022 1370, Scotland on 0131 523 1306).

## 2 Data capture

When a journalist contacts you, you need to ask for the following information:

- Their name
- The name of their publication/website/station/channel
- What they want to know
- Their deadline
- Their contact details

This information is vital, particularly if you're passing the enquiry on to someone else within Bus Users.

## 3 Press releases, prepared statements and articles

We regularly circulate press releases on behalf of Bus Users which are freely available under the news section of our website at [www.bususersuk.org/news-events](http://www.bususersuk.org/news-events)

If a significant event occurs within the bus industry then we may produce a prepared statement in response. This statement will be posted on our website and can be passed to journalists. *Obviously this does not apply to internal documents.*

If a statement is passed to a journalist then please make sure you capture their details and pass the information on to Vicki Pulman on [press@bususers.org](mailto:press@bususers.org).

If you receive a direct invitation to submit an article or a response to an article and you're happy to do so, then please clear it through Vicki Pulman **before** sending it off for publication.

#### **4 Public domain**

Bear in mind that anything you say in public about Bus Users and the bus industry will be taken to represent our views. That includes any postings on Facebook, Twitter and other social networks.

If you come across any news articles or postings about Bus Users UK yourself, then please let Vicki Pulman know on [press@bususers.org](mailto:press@bususers.org). That way we can make sure the comment is fair and accurate and, if it's appropriate, even offer a response.

#### **5 Off the record**

There is no such thing as 'off the record'. Treat every conversation with a journalist as official, even a casual chat on the phone or at an event.

#### **6 Confidentiality**

No information relating to any member of Bus Users UK can be given out to a journalist without that member's express and prior consent.

#### **7 Designated spokespeople**

##### **Bus Users Scotland**

Gavin Booth  
Tel: 0131 523 1307

##### **Bus Users Wales**

Barclay Davies  
Tel: 029 2022 1370

*In the absence of Gavin and Barclay please use the designated contacts for Bus Users UK.*

##### **Bus Users UK**

Claire Walters or Stephen Morris  
Tel: 01932 232574.

##### **For urgent media enquiries outside of office hours**

Vicki Pulman  
Tel: 07785 768580

If a journalist asks for a regional response within one of these areas, it will be passed on by the designated spokesperson.