Media Contact

Role guidance — Important role

The Media Contact creates every opportunity to generate publicity for CAMRA in the press and broadcasting media and publicises branch activities.

Activities and guidance

- Generate opportunities for media coverage including special events.
- Issue media releases on newsworthy topics to the press and other media.
- Foster relations with local media and keep up to date records of media contacts.
- Liaise with other branch officers on campaigns and publicity opportunities.
- Read Daily Press Coverage mail-outs sent by the CAMRA Office, act on them where appropriate and borrow good ideas.
- Regularly send details of meetings and events to *What's Brewing* and update branch contact details using the online form (see below). This may be delegated to the Secretary or Branch Contact.
- Monitor the weekly Volunteer Bulletin (sent every Friday) and act upon any relevant messages.
- Liaise with local Brewery Liaison Officers and the branch's Pub Promotions Co-ordinator/Pub Contacts on PR relating to local breweries and pubs.
- Act as the branch media contact for CAMRA's Communications Team.
- If delegated by the Branch Secretary, respond to email requests for information or comment.
- Participate in branch meetings whenever possible.
- Obtain the original copyright owner's consent before publishing others' material such as pictures, photos, artwork and writing. Be aware that the internet is seeded with material, particularly images, for the purposes of extracting royalties or damages. See the Public Relations Toolkit for more details about how to deal with copyright.
- At some point seek and mentor your potential successor.

Useful skills and knowledge

- Good writing, editing and interpersonal skills.
- Access to a computer/tablet and the internet.
- A contact telephone number that can be published and used during the day and evening.
- An email address that can be accessed during the day.
- Ability to act as a spokesperson – useful but not essential.

Time commitment

- This role can take up as much time as you are prepared to give. Around an hour or two a month is probably typical except at key times, such as the local beer festival, when a higher level of commitment can be required.
- Participation at branch members' meetings is helpful and at business meetings is essential.

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Code of conduct

- Adhere to CAMRA's Code of Conduct and Volunteers' Charter (set out here) and, in
- particular, refrain from putting forward any personal points of view that are against CAMRA's policies or that might bring the Campaign into disrepute.
- Always represent CAMRA in a positive light.
- Be careful in the use of language (words such as 'boozing' or 'sloshed' are inappropriate) and never use obscenities.
- Always maintain political neutrality.
- Don't 'wash CAMRA internal dirty linen'.
- Do not include members' personal emails and phone numbers in news items without their consent.
- Refrain from criticising individual beers or breweries, including those that do not produce real ale.
- Never be libellous – if in doubt leave it out.

Information and support

- Helpful information can be found in the Volunteers' Area of the CAMRA website.
- Branch mail-outs are in the Branch Resources section of the website.
- The Press and Publicity section includes the Public Relations Toolkit.
- The Media section has the latest news and press releases.
- For more about awards and campaigns, see the Campaigns Committee pages or contact campaigns@camra.org.uk
- The *What's Brewing* online form for submitting branch events is here.
- Information about the General Data Protection Regulation (GDPR) is available in the Membership section of the website here.
- Support is available from CAMRA's Communications Team press@camra.org.uk, including a list of local media contacts.

For more information, please contact your Branch Chair or Regional Director

For any other volunteering enquiry, contact volunteer.services@camra.org.uk