

Support with media and public relations issues from the County Council's Communications Team

Over the years we have helped many schools deal with some difficult and sensitive media issues, freeing up headteachers, governors and staff to get on with the practicalities of the job in hand. We have also helped schools celebrate good news and tell people about their successes and special events.

We are writing to remind you that, as of the beginning of April this year, schools will have to pay for the media and public relations support they get from the County Council's award-winning communications team. This is set out in the Services to Schools brochure for 2006/07 and will bring the service in line with the provision of other County Council services to schools.

We believe that service offers good value for money, with level one costing 37p a day for primary and special schools and £1.77 a day for high schools, with level two at 42p and £2.03 for high schools.

You can find full information about this on page 41 of your Services to Schools brochure. We are offering two levels of service that you can subscribe to for a year – or you can pay for the service as you use it or indeed, choose not to use it at all.

These are the options:

Level one service gives you media support, including news handling, crisis management and proactive media releases for key events, as well as media training for key staff and governors. It costs £71 for primary and special schools and £341 for high schools.

Level two service includes everything in level one, plus professional support with writing, editing and marketing your publicity and information materials. It costs £82 for primary and special schools and £392 for high schools.

If you choose not to subscribe to the service, you will be able to buy it, when needed, at an hourly (actual) cost of £35 per hour.

You will have received details about how to subscribe to this, and other, County Council support services for schools. If you have any questions please contact Marion Forsyth on 01603 224277 or email marion.forsyth@norfolk.gov.uk