



KCLSU Media Relations Procedure

Published: August 2014

Introduction

This document outlines KCLSU's approach to working with the media. The term 'media' for the purposes of this procedure includes online, broadcast and print outlets. The reach of media can be specialist, local, national or global.

Our Media Relations Procedure covers who our official spokespeople are, how to receive proactive media statements, how to make a reactive media statement request, some useful information about KCLSU for media professionals and contact details for the KCLSU Marketing and Communications Team.

KCLSU spokespeople

As a Students' Union, KCLSU is run by students, for students. Every year King's College London students elect five Student Officers to lead the Students' Union and represent their views to KCLSU, the College and beyond.

The elected Student Officers are employed full time by KCLSU for one academic year. Elected Student Officers can put themselves forward to be elected for a second year, but if re-elected cannot run again after that second term in office.

KCLSU Student Officers are the only official spokespeople for the Students' Union. Whilst KCLSU also employs non-student and student staff, any opinions they express to the media are their own and do not represent KCLSU as an organisation or the views of our student members.

The KCLSU Student Officer Team for 2014/2015 are:

- Sebastiaan Debrouwere, President
- Liam Jackson, Vice President for Activities and Development
- Areeb Ullah, Vice President for Education (Arts and Sciences)
- Sophia Koumi, Vice President for Education (Health)
- Jamie Sweeney, Vice President for Welfare and Community

Find out more about their roles and how you can contact them at kclsu.org/studentofficers.

Proactive media statements

When we have a comment to make or news to share that we believe will be of interest to the media we issue a KCLSU Media Statement. This is sent by email to a list of media contacts who have said they want to hear from us.

If you would like to be added to our contact list, email marketing@kclsu.org using the subject title 'KCLSU Media Contact List' and providing the following details in your email:

- Your name
- Your job title
- Your email address
- Your telephone number
- The media title you work for
- Any other information we'll find useful such as the reach of your title, target audience, the type of content that appeals to your audience etc

You can also keep up-to-date with our latest news at kclsu.org and by connecting with us on social media:

- Facebook [/kclsupage](#)
- Twitter [@kclsu](#)

Reactive media statements

Requests for a comment or statement from an official KCLSU spokesperson can be made by emailing marketing@kclsu.org. This mailbox is monitored between 9.30am and 5.30pm, Monday to Friday. Someone from the KCLSU Marketing and Communications Team will then liaise with the relevant KCLSU Student Officer to gain a comment.

Due to how busy our Student Officer Team are, we require a minimum of three hours from the time of the request to the supply of comment. Note that we are only able to respond during our office hours. If a comment or statement request is urgent, you can follow-up your email by calling the KCLSU Marketing and Communications Team on 020 7848 1906. We'll do our best to respond as soon as we can.

KCLSU will only comment on subjects that align to our purpose as a Students' Union and democratic charity.

About KCLSU

KCLSU stands for King's College London Students' Union (KCLSU). Together with our members we are a union of students where individuals connect, have fun, build communities, share experiences, and make change. We're here to make sure that every King's student has the best student experience possible.

We're run by students, for students. Our decisions, policies and what we do are decided by our 25,000 student members. They elect the Student Officers, Student Councillors and Student Reps they want representing them. As a democratic charity and membership organisation students lead us at every level.

Find out more about KCLSU including who we are, what we do and some useful infographics on our website kclsu.org.

Remember you can also keep up-to-date with our latest news by connecting with us on [Facebook](#) and [Twitter](#).

Contact point

If you have any questions in relation to our Media Relations Procedure or want to get in touch with a media statement request, contact the KCLSU Marketing and Communications Team on 020 7848 1906 or email marketing@kclsu.org. Someone is available to respond between 9.30am and 5.30pm, Monday to Friday.