

# Managing the Press on Your Behalf

The reputation and public perception of your trust and its schools have a significant impact on admissions, recruitment, and community involvement — three key areas for any trust. The press plays a crucial role in guiding public opinion, so having the ability to professionally handle the media is a great asset.

At Eduprise, we understand how beneficial positive media coverage can be for your trust and its schools — and conversely, the reputational harm that can be caused by negative press. Backed by a wealth of experience in communicating with the media, we have an in-depth understanding of thoughtfully managing negative press and using the media to enhance your trust's reputation.

## Crisis Management

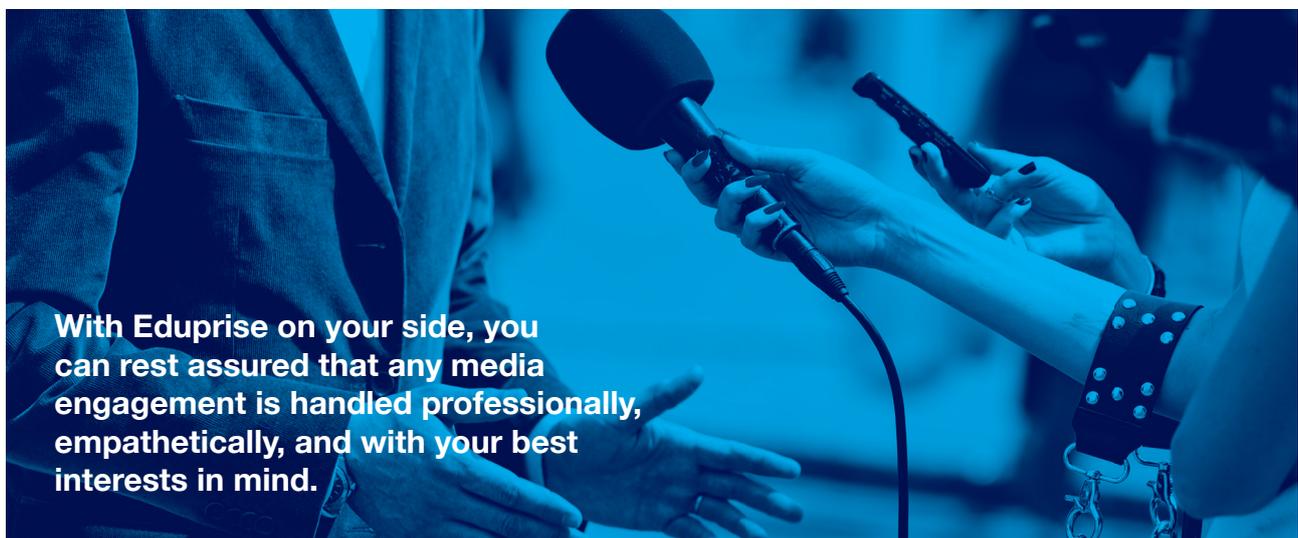
The ability to successfully manage a potentially damaging situation is a huge advantage for any organisation. However, it is especially important for schools and trusts due to the emotive and highly scrutinised sector in which they operate.

Working swiftly and decisively, Eduprise will mitigate the impact made to your trust's reputation by any negative press. Our measured consultation prepares key school figures to liaise with the press, while more challenging enquiries can be handled by our dedicated communications team. The result is a coordinated response that controls the narrative of PR incidents and empowers trusts with a more considered approach to crisis management.

## Positive Engagement

A lot of trusts see the press as the enemy, but they can actually be an extremely powerful ally. Although we at Eduprise know that schools and trusts do fantastic work every day, they often struggle to receive the recognition they deserve.

Through professionally written press releases, we will spread the word of your good news stories, supplying the media with a constant stream of positive reports that show your trust and its schools in the best possible light. Your hard work and endeavour will be recognised, and your public perception will be enhanced.



**With Eduprise on your side, you can rest assured that any media engagement is handled professionally, empathetically, and with your best interests in mind.**