



Cabot  
Learning  
Federation

# Public Relations Annual Report

Compiled from August 2012  
July 2013

FAO  
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## Introduction

Here I have set out a comprehensive audit of the Cabot Learning Federation's Public Relations in regard to the media August 2012- July 2013. This has been the most successful year to date with a total of 249 positive mentions of the CLF or CLF academies in the media.

With forty teaching weeks in a school year the federation averaged around six positive mentions in the media for every teaching week and with 51 press releases issued that's just over one produced per week.

Federation Totals		
	Totals	
Number Of Staff Involved (Interviewed or Quoted see page 5)	38	
Number Of Press Releases Issued & Published	51 Issues	5 Not Published
Number Of Proactive News Stories	243	Total 249
Number Of Reactive News Stories	6	
Amount Of Air Time; Radio	1 hour 21 minutes 48 seconds	
Amount Of Air Time; TV	32 minutes 24 seconds	
Amount Of Media Print Coverage	A page equivalent 18.10 metres down by 20.95 metres across	

## Media Breakdown By Organisation

	CLF	HPA	BBA	BMA	BCA	JCA	KOA	Primaries
Numbers Of Staff Involved (Interviewed or Quoted)	4	3	9	5	1	3	5	8
Number of Press Releases Issued	11	5	7	4	0	7	9	7
Amount of Air Time; Radio	42 mins 30 secs	0	5 Mins 10 Secs	29 mins 28 secs	None	5mins 1 sec	0	None
Amount of Air Time; TV	13 mins 44 secs	2mins 20 secs	None	3	1.54	8 mins 39 sec	0	2 mins 47 sec
Amount Of Media Print Coverage	A page equivalent 7.35 metres down by 8.66 metres across	A page equivalent 5.17 metres down by 4.94 metres across	A page equivalent 3.96 metres down by 6.13 metres across	A page equivalent 1.67 metres down by 1.56 metres across	A page equivalent 2.08 metres down by 2.16 metres across	A page equivalent 2.96 metres down by 2.70 metres across	A page equivalent 2.70 metres down by 3.15 metres across	A page equivalent 1.66 metres down by 2.83 metres across

Media Agencies Worked With		
Media Source	Number Of Items	Sub Totals
<b>Television</b>		
BBC Points West	9	17
ITV West Tonight	5	
BBC Politics Show	1	
Sky News	2	
<b>Radio</b>		
BBC Radio Bristol	14	18
BBC Radio 4	1	
The Breeze	1	
Heart FM	1	
BBC Radio 5 Live	1	
<b>Print Media Inclusive Of Their Websites</b>		
Bristol Evening Post & Website	136	214
TES & Website	4	
Weston Mercury	26	
Daily Mail	2	
Sunday Telegraph	2	
Sec Ed	4	
BBC News websites	8	
The Guardian	5	
Daily Telegraph	3	
Other News Websites	24	
<b>Grand Total Of Separate News Items</b>		<b>249</b>

Member Of Staff	Academy	Total
David Carter	CLF	4
Claire Carter	CLF	
Dean Blake	CLF	
Susie Weaver	CLF	
Brigid Allen	Bristol Brunel	9
Richard Goucher	Bristol Brunel	
Dan Nicholls	Bristol Brunel	
Sally Webb	Bristol Brunel	
Nikki Warr	Bristol Brunel	
Ian Slocombe	Bristol Brunel	
Alex Lynett	Bristol Brunel	
Chris Morris	Bristol Brunel	
Kate Edwards	Bristol Brunel	
Jon Angell	John Cabot	3
Sam Bridges	John Cabot	
Emily Grainger	John Cabot	
Steve Taylor	Bristol Met	5
Helen Harman	Bristol Met	
Dave Spence	Bristol Met	
Tim Holmes	Bristol Met	
Nigel Cooley	Bristol Met	
Tim Warren	Kings Oak	5
Ian Frost	Kings Oak	
Sarah Holtby	Kings Oak	
Tim Anderson	Kings Oak	
Chemin Alam-Lloyd	Kings Oak	
Armando Di-Finzo	Hans Price	3
Carolyn Tipler	Hans Price	
Bonnie Spicer	Hans Price	
Adam Williams	Bath Community	1
Primarys		
Cath Archer	Minerva	8
Duncan Cruickshank	Begbrook	
Mandy Milsom	Summerhill	
Kirsty McLeod	Summerhill	
Ros Farrell	Frome Vale Academy	
Mike Eatwell	Fishponds CofE Academy	
Emma King	Minerva	
Gemma jackson	Minerva	
<b>GRAND TOTAL</b>		<b>38</b>

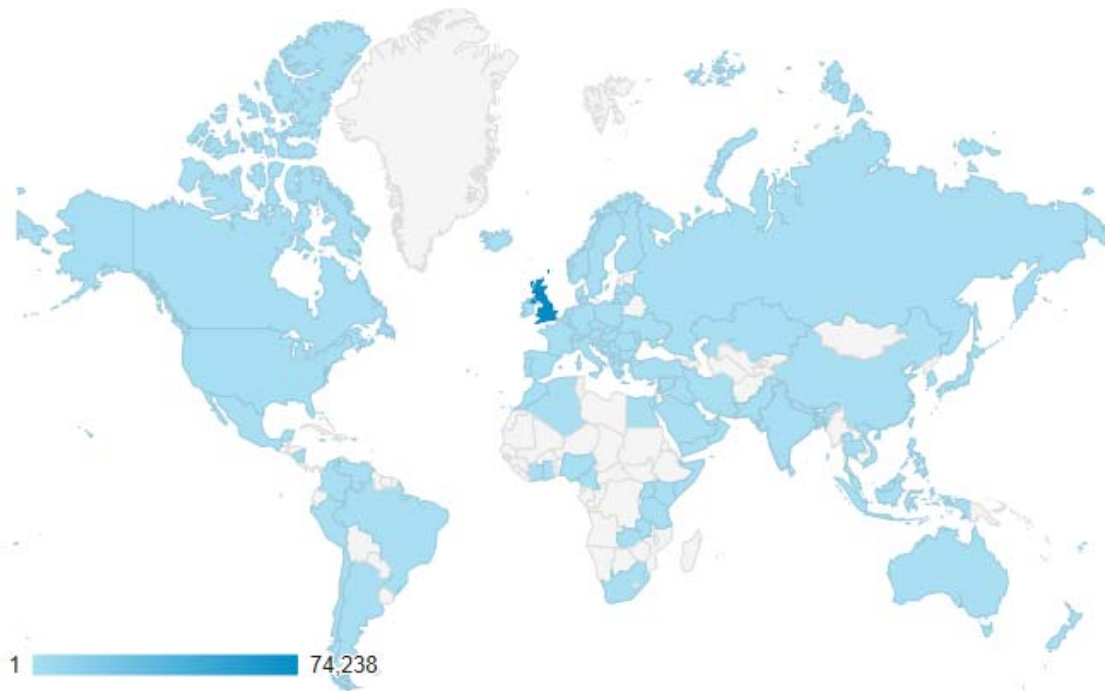
## The CLF Website

Data extracted from Google Analytics July 2012 - July 2013

- Total number of hits 2011-2012 47,833
- Total number of hits 2012-2013 77,767

<b>City</b>	<b>Visits</b>	<b>Top Ten Source Of Visit</b>	
Bristol	31,452	google	
London	9,483	(direct)	
Plymouth	3,130	clfacademies.net	
Bath	2,702	cabot.ac.uk	
Chipping Sodbury	2,492	bba.bristol.sch.uk	
Cardiff	2,344	hansprice.org.uk	
Bournemouth	1,422	tes.co.uk	
(not set)	1,118	bing	
Birmingham	850	bathcommunityacademy.org	
Southampton	795	kingsoakacademy.org.uk	
<b>Top Pages</b>			
<b>Top Pages</b>	<b>Visits</b>	<b>Country</b>	<b>Visits</b>
front page	16,088	United Kingdom	74,238
federation job-vacancies	35,619	United States	903
vacancies	16,088	Spain	166
press & pr	11,863	France	150
contact	3,335	India	132
wallscourt farm academy	3,119	Australia	111
minerva primary academy	2,876	Ireland	102
teaching-school	2,739	Germany	100
Wallscourt primary academy 2013	2,341	Italy	94
category vacancies page	1,962	Canada	80

The CLF website has received hits from every country in blue-



twitter



facebook

At present we have 770 followers on Twitter and this number is growing week on week. The use of social media as a tool to extend the CLF brand forms part of a succinct marketing and PR strategy or as I like to refer to it as, “PR in your pocket!”

We have at present 152 likes on Facebook, which means our news and events get fed straight to 152 personal pages. Stories then are then shared recent noticeable hits have been Sir David Carters Knighthood over 3000 views and Minerva Academy’s ITV West News piece attracted over 630 views.

The CLF website is receiving visits from these social networking sites evidence for this is supported by data from Google Analytics.

#### Notable Followers on Face Book & Twitter

- Linda Tanner (Bristol Education Journalist)
- TES
- Weston Mercury
- Ali Vowles BBC Points West
- BBC Radio Bristol
- The Guardian
- Kerra Maddern TES Reporter
- Siobhan Prideaux Bath Chronicle
- Sec Ed
- Simon Hancock BBC Radio Bristol
- Janet Murray Guardian Journalist



## Full List of Stories

<b>Academy</b>	<b>Story</b>	<b>Media</b>
John Cabot	GCSE's	Bristol Evening Post
John Cabot	GCSE's	Bristol Evening Post Website
Bristol Met	GCSE's	Bristol Evening Post
Bristol Met	GCSE's	Bristol Evening Post Website
Bristol Brunel	GCSE's	Bristol Evening Post
Bristol Brunel	GCSE's	Bristol Evening Post Website
Kings Oak	GCSE's	Bristol Evening Post
Kings Oak	GCSE's	Bristol Evening Post Website
Hans Price	GCSE's	Bristol Evening Post
Hans Price	GCSE's	Bristol Evening Post Website
Hans Price	GCSE's	Weston Mercury
Bristol Brunel	GCSE's	BBC Radio Bristol
John Cabot	GCSE's	BBC Radio Bristol
Hans Price	New build	BBC Bristol Website
CLF	GCSE's	Sunday Telegraph
CLF	GCSE's	Sunday Telegraph Website
Bristol Met	GCSE's	BBC Radio Bristol
Hans Price	New build	Bristol Evening Post
Hans Price	New build	Bristol Evening Post Website
JCA	GCSE's	Bristol Evening Post
CLF	Rebranding Uniform	BBC Radio Five Live
CLF	English GCSE marks	Bristol Evening Post
CLF	English GCSE marks	Bristol Evening Post Website
Hans Price	New Build	Weston Mercury Website
BBA	Cycling Commute	The Guardian
BBA	Cycling Commute	The Guardian (Website)
BCA	Opening	BBC Points West
CLF	Primaries	Bristol Evening Post
CLF	Primaries	Bristol Evening Post Website
CLF	School Debate	BBC Radio 4
BCA	Opening	BBC Somerset Website
BCA	Opening	Bath Chronicle

BCA	Opening	This Is Bath Website
BCA	Paralympics Trip	ITV West news Website
HPA	New build	Weston super Mare website
CLF	Teaching School/TfT	Bristol Evening Post (ed supp)
CLF	Teaching School	Bristol Evening Post (ed supp)
CLF	Use Of Twitter	Bristol Evening Post (ed supp)
BBA	Oxford Diary	Bristol Evening Post (ed supp)
CLF	Academies Article	Bristol Evening Post
CLF	Academies Article	Bristol Evening Post Website
CLF	Academies Article	Clevedon People Website
CLF Wallscourt	Wallscourt	Stoke Gifford Website
BBA	Dan's Appointment	Evening Post
BCA	Girls Wearing Trousers	This Is Bath Website
BBA	Teaching EAL	Sec Ed
BBA	Teaching EAL	Sec Ed (Website)
HPA	Entertainment Showcase	Weston Mercury Website
BBA	Sport Bridport	View From Online
BBA	Sport Bridport	View From Online Website
CLF	Ofqual	BBC Radio Bristol
BMA	Ofqual	BBC News
BMA	Ofqual	BBC Radio Bristol
CLF	Ofqual	Bristol Evening Post
CLF	Ofqual	Bristol Evening Post Website
BMA	Re-sits	BBC Radio Bristol
BBA	Sports Fair	Bristol Evening Post
CLF	David Cameron	Points West (Lunchtime)
CLF	David Cameron	Points West (Evening)
CLF	David Cameron	ITV West (Lunchtime)
CLF	David Cameron	ITV West (Evening)
CLF	David Cameron	Radio Bristol News
CLF	David Cameron	Radio Bristol Drivetime
CLF	David Cameron	Heart
CLF	David Cameron	The Breeze
CLF	David Cameron	Bristol Evening Post
CLF	David Cameron	Bristol Evening Post Website
CLF	David Cameron	Bristol Evening Post
CLF	David Cameron	Bristol Evening Post Website
CLF	David Cameron	Daily Mail

CLF	David Cameron	Daily Mail Website
CLF	David Cameron	Weston Mercury (Website)
CLF	David Cameron	Weston Mercury
CLF	David Cameron	Spectator
CLF	David Cameron	Huffington Post Student
CLF	David Cameron	ITV West Website
CLF	David Cameron	BBC News Website Website
JCA	Mark Pratt Tennis	Bristol Evening Post
JCA	Mark Pratt Tennis	Bristol Evening Post Website
BMA	Children In Need	BBC Radio Bristol
BMA	Bristol Old Vic	Bristol Evening Post
BMA	Bristol Old Vic	Bristol Evening Post Website
BMA	Children In Need	Bristol Evening Post
HPA	Enterprising Youngsters	The Weston Mercury
CLF	Susie's Appointment	Bristol Evening Post
CLF	Susie's Appointment	Bristol Evening Post Website
HPA	Children In Need	The Weston Mercury website
HPA	Lego Tournament	The Weston Mercury website
KOA	Carol Concert Colston Hall	Bristol Evening Post
HPA	Rebuild	Bristol Evening Post
HPA	Rebuild	Bristol Evening Post Website
BBA	Simon Mayo	Bristol Evening Post
BBA	Simon Mayo	Bristol Evening Post Website
BBA	Paralympian	Bristol Evening Post
BBA	Swimming Pool	Bristol Evening Post
BBA	Swimming Pool	Bristol Evening Post Website
CLF	School Direct	TES
CLF	School Direct	TES Website
HPA	Charity Money	Weston Mercury
CLF	Dauids Award	Kingswood People
CLF	Dauids Award	Bristol Evening Post
CLF	Dauids Award	Bristol Evening Post Website
CLF	Dauids Award	BBC News Bristol
CLF	WFA Plan App	Bristol Evening Post
CLF	WFA Plan App	Bristol Evening Post Website
HPA	DJ record	Weston Mercury
KOA	England Netball Squad	Bristol Evening Post

KOA	England Netball Squad	Bristol Evening Post Website
KOA	England Netball Squad	Kingswood People
HPA	Entrepreneurs	Weston Mercury
KOA	England Netball Squad	Bristol Evening Post
HPA	Lip Dub Video	BBC Points West
HPA	Lip Dub Video	BBC Somerset Website
CLF	Michael Gove Mention	Bristol Evening Post
CLF	Michael Gove Mention	Bristol Evening Post Website
BBA	The Big Vote	Bristol Evening Post
BBA	The Big Vote	Bristol Evening Post Website
KOA	GCSE League Tables	Bristol Evening Post
KOA	GCSE league Tables	Bristol Evening Post Website
BMA	GCSE League Tables	Bristol Evening Post
BMA	GCSE league Tables	Bristol Evening Post Website
JCA	Student Votes	BBC Points West
JCA	BTEC production Transitions	Bristol Evening Post
JCA	BTEC production Transitions	Bristol Evening Post Website
KOA	Footlights	Bristol Evening Post
KOA	Footlights	Bristol Evening Post Website
CLF	Education Award	BBC Radio Bristol
CLF	University Research	Bristol 24-7 Website
CLF	Gove GCSE Plans	BBC Radio Bristol
CLF	Nanotechnology Research	Bristol Evening Post
CLF	Nanotechnology Research	Bristol Evening Post Website
BCA	Sports Centre	This Is Bath Website
CLF	Languages Support Programme	The Linguist (Web)
BCA	Bike shelter	This Is Bath Website
HPA	Management Seminar	Weston Mercury Website
BMA	Aldi Opening	This is Kingswood website
BMA	Yr 7 Applications	The Post
BCA	Ofsted	The Bath Chronicle
BCA	Ofsted	The Bath Chronicle (Website)
KOA	Rugby Shirts	Bristol Evening Post Website
JCA	World Book Day	Bristol Evening Post
JCA	World Book Day	Bristol Evening Post Website
JCA	World Book Day	Sec Ed
JCA	World Book Day	Sec Ed Website
KOA	Music Mash Up	The Post

BMA	Thinus Delpport	Bristol Evening Post
BMA	Thinus Delpport	Bristol Evening Post Website
HPA	Gardening Project	Weston Mercury
JCA	Kila Allen National Youth Theatre	Bristol Evening Post
JCA	Kila Allen National Youth Theatre	Bristol Evening Post Website
KOA	Thinus Delpport	The Word Magazine
CLF/BMA	Arnolfini	The Post
CLF/BMA	Arnolfini	The Post Website
KOA	Gabblers	The Post
KOA	Gabblers	The Post Website
HPA	Build Commences	The Post
HPA	Build Commences	The Post Website
CLF/FVA	Launch Party	The Post
CLF/FVA	Launch Party	The Post website
KOA	Fashion Show	The Post
HPA	Build Commences	This Is somerset Website
BBA	BOV Red Cross Theatre	The Post
BBA	BOV Red Cross Theatre	The Post Website
HPA/CLF	New Build	The Weston Mercury website
CLF	Nanotechnology Research	The Post
CLF	Nanotechnology Research	The Post website
KOA	Charity Donations	The Post
KOA	Charity Donations	The Post website
CLF/HPA	Partnership Weston College	Weston Mercury Website
CLF	Sailing Regatta	BBC Radio Bristol
CLF/JCA/BBA/BMA	Sailing Regatta	The Post
CLF/JCA/BBA/BMA	Sailing Regatta	The Post website
CLF/BCA	Culverhay Leisure Centre	This Is Bath Website
HPA	Tea Party	The Post
HPA	Tea Party	The Post website
CLF/JCA/BBA/BMA	Sailing Regatta	The Post Pic Feature
HPA	Tea Party	Weston Mercury
CLF	Sailing Regatta	BBC Points West
CLF	Sailing Regatta	BBC Politics Show
JCA	Grease	The Post
JCA	Grease	The Post website

HPA	Skirting Science	Weston Mercury Website
JCA	GCSE Reforms	Sky News
BMA	Ofsted comment	BBC Radio Bristol
CLF	Knighthood	BBC Radio Bristol
CLF	Knighthood	BBC Points West
CLF	Knighthood	The Post
CLF	Knighthood	The Post website
CLF	Knighthood	BBC Education
CLF	Knighthood	BBC Gloucestershire
CLF	Knighthood	Daily Telegraph
CLF	Knighthood	The Guardian
CLF	Knighthood	Stroud News & Journal
CLF	Knighthood	Gazette
CLF	Partnerships	Daily Telegraph
CLF	Partnerships	Daily Telegraph Website
CLF	Knighthood / Ofsteds	TES
CLF	Knighthood / Ofsteds	TES website
HPA	HPA Builder wins award	Weston Mercury Website
CLF/BBA	Fed Bake Off	The Post
CLF/BBA	Fed Bake Off	The Post website
BBA/CLF	Ultra Run	The Post
BBA/CLF	Ultra Run	The Post website
BBA/CLF	Ultra Run	This is Somerset Website
JCA	Haider Hussain	BBC Points West
JCA	Haider Hussain	BBC Bristol Website (News Report)
HPA	Girl Heores	Weston Mercury Website
JCA	Haider Hussain	The Post
JCA	Haider Hussain	The Post website
CLF/HPA	Fed Bake Off	Weston Mercury
CLF/HPA	Fed Bake Off	Weston Mercury Website
KOA	Ofsted	The Post
KOA	Ofsted	The Post website
HPA	Ofsted	Weston Mercury
HPA	Ofsted	Weston Mercury Website
CLF / BBA	Art Show	The Post
CLF / BBA	Art Show	The Post website
CLF	Executive Headship	The Guardian Website

BBA	Ofsted	The Post
BBA	Ofsted	The Post
HPA/CLF	Ofsted	The Post
HPA/CLF	Ofsted	The Post website
BBA/ CLF	Ofsted	The Post
BBA/ CLF	Ofsted	The Post website
KOA	Allotments	The Post
KOA	Allotments	The Post website
BMA	Language Project	The Post
BMA	Language Project	The Post website
HPA	Prom	Weston Mercury
HPA	Prom	Weston Mercury Website

Dean Blake,  
Communications Manager,  
24/07/2013