



**Cabot
Learning
Federation**

“Embedding Excellence”

CLF Public Relations Annual Report

Compiled from September 2015-July 2016

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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 September 2015- July 2016. This has been a very successful year with a total of 181 positive mentions of the CLF or CLF academies in the media.

With forty teaching weeks in a school year the Federation averaged around five positive mentions in the media for every teaching week with 47 press releases issued. That's just over one produced per week.

Federation Totals		
	Totals	
Number Of Staff Involved (Interviewed or Quoted)	51	
Number Of Press Releases Issued & Published	47 Issued	41 Published
Number Of Proactive News Stories	170	Total 181
Number Of Reactive News Stories	11	
Amount Of Air Time; Radio	01:10:14	
Amount Of Air Time; TV	00:59:12	
Amount Of Media Print Coverage	A page equivalent 18.46 metres down by 16.46 metres across.	

Note: CAB will feature independently next year, as will the primaries.

Media Breakdown By Organisation					
	CLF	JCA	BBA	BMA	HPA
Numbers Of Staff Involved (Interviewed or Quoted)	9	6	2	9	4
Number of Press Releases Issued	7	4	0	8	7
Amount of Air Time; Radio	00:27:01	00:05:55	None	00:06:37	00:14:54
Amount of Air Time; TV	00:08:17	00:01:11	00:05:47	00:13:26	None
Amount Of Media Print Coverage	A page equivalent 2.48 metres down by 1.86 metres across	A page equivalent 0.86 metres down by 0.73 metres across	A page equivalent 0.23 metres down by 0.30 metres across	A page equivalent 4.32 metres down by 3.67 metres across	A page equivalent 1.71 metres down by 0.94 metres across

Media Breakdown By Organisation					
	BCA	KOA	DSSB	HWA	Primaries
Numbers Of Staff Involved (Interviewed or Quoted)	1	7	1	4	8
Number of Press Releases Issued	0	7	1	2	11
Amount of Air Time; Radio	None	00:05:30	None	None	00:10:17
Amount of Air Time; TV	00:03:57	00:05:09	None	00:09:09	00:08:24
Amount Of Media Print Coverage	A page equivalent 0.24 metres down by 0.17 metres across	A page equivalent 2.63 metres down by 2.60 metres across	A page equivalent 0.62 metres down by 0.38 metres across	A page equivalent 1.30 metres down by 1.01 metres across	A page equivalent 3.52 metres down by 4.02 metres across



Media Agencies Worked With		
Media Source	Number Of Items	Sub Totals
Television		
BBC Points West	8	23
ITV National News	2	
Victoria Derbyshire Show BBC2	1	
Made In Bristol TV	10	
BBC National	1	
ITV West	1	
Radio		
BBC Radio Bristol	10	14
Heart	1	
BBC Radio 5 Live	2	
The Breeze	1	
Print Media Inclusive Of Their Websites		
Bristol Post	58	144
Bristol 24/7	1	
Daily Telegraph	4	
Bath Chronicle	1	
Academy Today	15	
Weston Mercury	10	
Downend Voice	7	
TES & Website	1	
Fishponds Voice	34	
Schools Week Online	6	
The Week In	7	
Grand Total Of Separate News Items		

Quoted in the press or interviewed-

Member of Staff	Academy	Total
Steve Taylor	CLF	10
Claire Stewart	Post 16	
Matt Sheppard	CLF	
Lou Ellerker	CAB	
Jon Angell	CAB	
Lisa Pollard	CLF	
Ron Ritchie	CLF	
Martina Veale	DSSB	
Dr Dan Nicholls	CLF	
Alison Fletcher	CLF	
Tony Searle	HPA	4
Chantelle Cresser	HPA	
Sharon Sweet	HPA	
Sarah Westcott	HPA	
Jon Jones	BBA	2
Suzy Paice	BBA	
Kate Willis	JCA	6
Katie Mason	JCA	
Steve Clarke	JCA	
Emily Grainger	JCA	
Katherine Ogden	JCA	
Sam Bridges	JCA	
Mandy Milsom	KOA	7
Emma Mignaud	KOA A	
Tim Bush	KOA	
Chemin Lloyd	KOA	
Marie Fisher	KOA	
Steve Blackburn	KOA	
Simon Jones	KOA	
Phil Bevan	HWA	4
Louisa Harris	HWA	
Duncan Mathers	HWA	
Stephen Kneller	HWA	
Sally Apps	BMA	9
Nigel Cooley	BMA	
Sian Angell	BMA	
Kathryn Tinker	BMA	
Mansukh Mann	BMA	
Natalie Bush	BMA	
Natasha Williams	BMA	

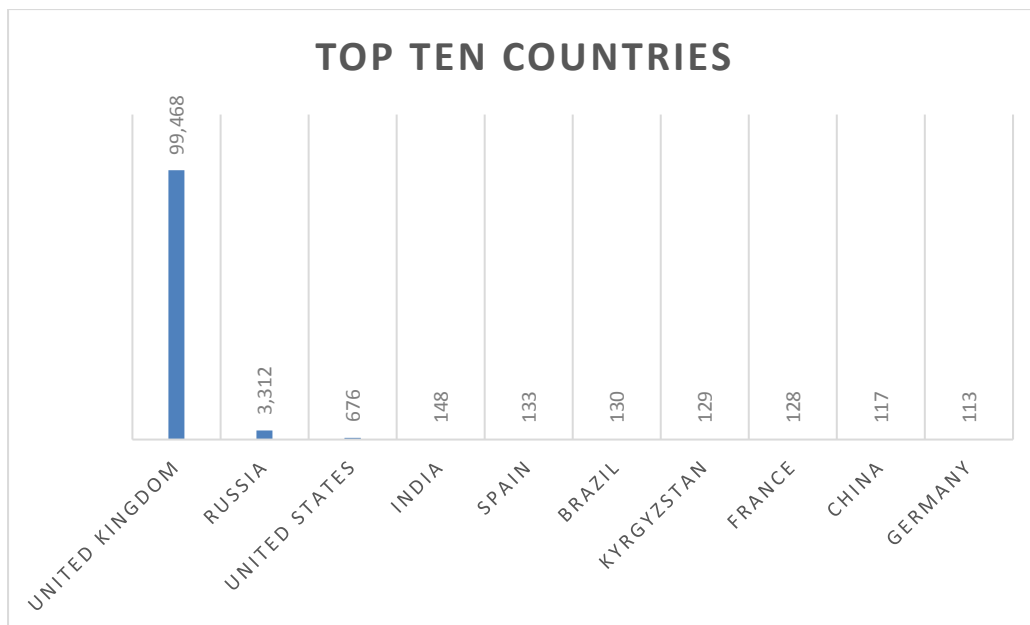


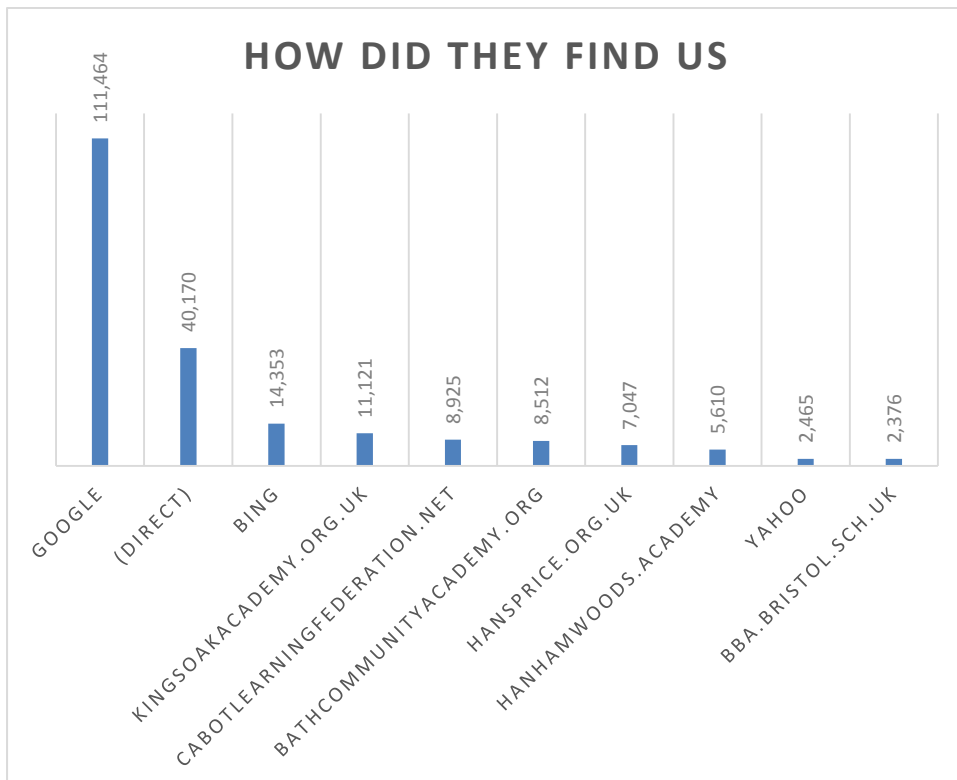
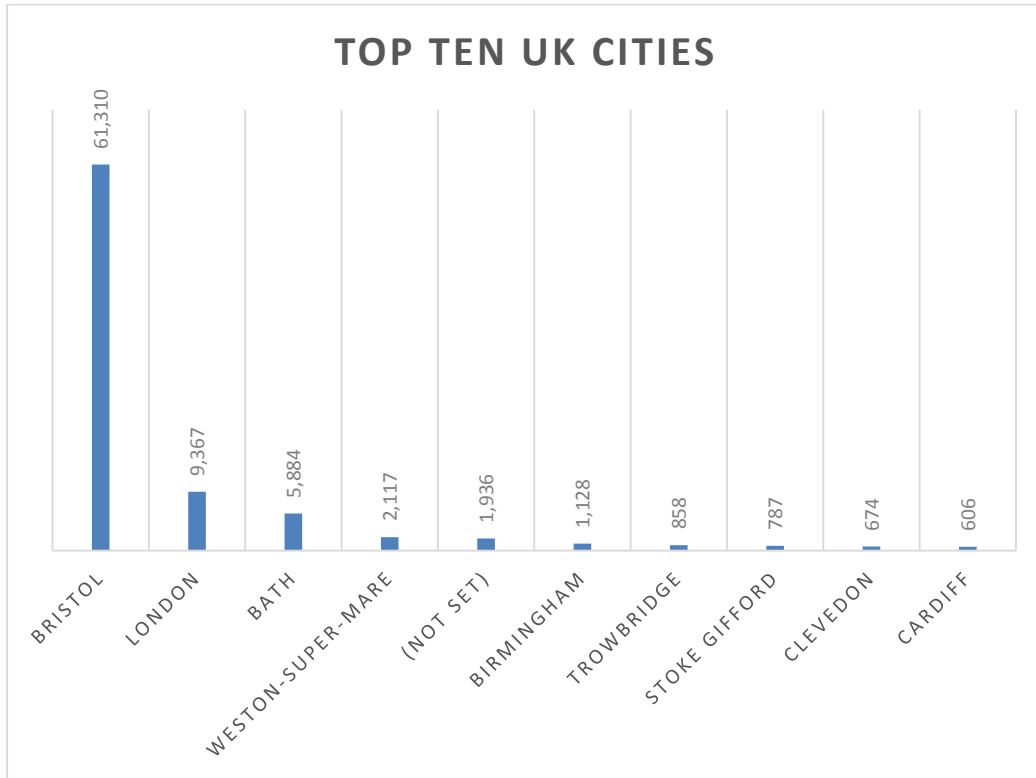
Meesh Lambert	BMA	8
Tim Holmes	BMA	
Lisa Sperring	SA	
Cath Archer	MPA	
Susie Weaver	WFA	
Pete Hallam	MPA	
Sarah Cox	MPA	
Rachael Symons	BPA	
Rachel Wellington	BPA	
Craig Jones	HVA	
Adam Williams	BCA	1
GRAND TOTAL		51

The CLF Website

Data extracted from Google Analytics September August 2015- July 2016

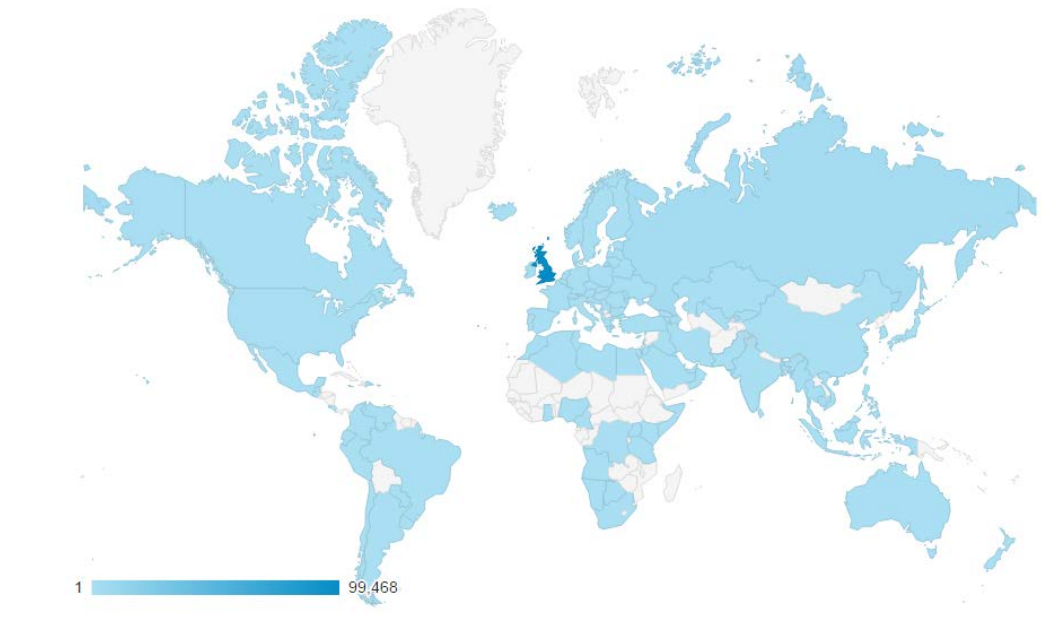
- Total number of hits **106,041** last year **85,982**
- Page Views **290,859** last year **268,004**







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



facebook

346 likes 2015, 507 likes Sept 2016,

twitter



2,076 followers 2015, 2,691 followers Sept 2016

The CLF Facebook page was established in 2007 via weekly reports from Facebook insights. I receive data which informs me that we have on average 200 people per week looking at our page.

At present we have 2,691 followers on Twitter and this number is growing week by 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!”

Full List of Stories

Academy	Story	Media
CLF	Top Tips for starting school	Bristol Post
CLF	Top Tips for starting school	Bristol Post website
CLF	PFI BBA	Schools Week
BMA	School Places	ITV National News
CLF	Term Time Holidays	Bristol Post
CLF	Term Time Holidays	Bristol Post (Website)
BPA	Picture Yr 6 leaving	Bristol Post
CLF	School Places	Bristol Post
KOA	Holidays in Term Time	Bristol Post
KOA	Holidays in Term Time	Bristol Post Website
KOA	Lucie Skuse	Bristol Post
BMA	Careers Day	Bristol Post
CLF	A Levels	Bristol Post
CLF	A Levels	Bristol Post website
CLF	A Levels	Academy Today website
HPA	GCSE	Bristol Post
HPA	GCSE	Bristol Post website
DSS	Opening	Bristol Post
DSS	Opening	Bristol Post website
BMA	GCSEs	Downend Voice
JCA	GCSEs	Downend Voice
BMA	Ofsted praise	Bristol Post
BMA	Ofsted praise	Bristol Post website

KOA	Primary Phase	The Week in
KOA	Primary Phase	Bristol Post
BBA	Matt Leek Telegraph Top 10	Daily Telegraph
CAB	Mobile Phones	BBC Radio Bristol
SA	Food Bank	Academy Today Website
MPA	New principal	Fishponds Voice
BCA	Project Zulu	BBC Points West
BMA	Fencing Academy	Bristol Post
BCA	Green Fingered TSB Staff	Bath Chronicle
HPA	Shopping Bags	Weston Mercury
BMA	Geography Students	The Week In
BMA	Cheerleaders	Daily Telegraph
BMA	Cheerleaders	Bristol Post
BMA	Cheerleaders	Downend Voice
HPA	Talent Show	Weston Mercury
WFA	Testing	BBC Radio Five Live
KOA A	Birds Of Prey	Daily Telegraph
BMA	Careers Day	Fishponds Voice
BMA	Cheerleaders	Fishponds Voice
BMA	Geography Students	Fishponds Voice
MPA	Bikeoween	Fishponds Voice
CLF	Rugby	Fishponds Voice
HWA	Aaren Gielty	BBC Points West
HWA	Aaren Gielty	Made in Bristol TV
HWA	Aaren Gielty	Bristol Post
HWA	Aaren Gielty	Bristol Post website
HWA	Aaren Gielty	Academy Today website
HWA	Remembrance Sunday	Bristol Post
HWA	Aaren Gielty	the Week In
CAB	Schools debate	Ujima Radio
JCA	One Minutes Silence	BBC Points West
HWA	Remembrance Sunday	Made in Bristol TV
CAB	Sports Leaders	Academy Today website
KOA	Dr Matt Taylor	The Week In
KOA	Dr Matt Taylor	Academy Today website
HPA	Cycle Training	Weston Mercury
HPA	Cycle Training	Weston Mercury website

BMA	Shanghai Teachers	Heart FM
BMA	Shanghai Teachers	Bristol Post
BMA	Shanghai Teachers	Made in Bristol TV
MPA	BMX Student Rider	Telegraph
BMA	Shanghai teachers	BBC Radio 5 Live
CLF	Ron Ritchie	Academy Today website
FVA/BPA	Fishponds Voice	Children In Need
FVA/BPA	Fishponds Voice website	Children In Need
BMA	Fishponds Voice	Shanghai
BMA	Fishponds Voice website	Shanghai
KOA	Fishponds Voice	Matt Taylor
KOA	Fishponds Voice website	Matt Taylor
BMA	Shanghai Teachers	Academy Today website
CLF	Remarking	Victoria Derbyshire BBC2
JCA	Winter Concert	Bristol Post
CLF	OBE	Bristol Post
CLF	OBE	Bristol Post website
CLF	OBE Ron Ritchie	Academy Today website
BMA	Designers	Fishponds Voice
FVA	Nativity	Fishponds Voice
KOA A	Nativity	Fishponds Voice
MPA	BMX Rider	Fishponds Voice
MPA	Creative Play	Fishponds Voice
MPA	Tree Planting	Fishponds Voice
MPA	SkillForce	Made in Bristol TV
HWA	Appointment	The Week in
MPA	Owls	Fishponds Voice
JCA	League Tables	Bristol Post
JCA	League Tables	Bristol Post website
MPA	SkillForce	Schools Week
KOA	Trial Biker	Schools Week
KOA	Trial Biker	Made in Bristol TV
WFA	Project Grow	Bristol Post
CLF	OBE Ron Ritchie	Academy Today
BBA	Interview with Jon	Academy Today
BBA	School Improvement	BBC Points West LT
BBA	School Improvement	BBC Points West Ev

MPA	Science Week	Bristol Post
MPA	Science Week	Made in Bristol TV
CLF	Sponsorship	Schools Week
CLF	Maths Hub Conference	Bristol Post
KOA	Trial Biker	Downend Voice
KOA	Trial Biker	Downend Voice website
CLF	Ron Ritchie OBE	Downend Voice
CLF	Ron Ritchie OBE	Downend Voice website
CLF / CAB	Joining	Bristol Post
CLF / CAB	Joining	Bristol Post Website
CAB	Solar Panels	Academy Today
CLF	Raising Aspirations	Made in Bristol TV
JCA	Charity fundraiser	The Week in
JCA	Charity fundraiser	The Week in Online
HPA	Prefects	The Weston Mercury
BMA/BBA	Raising Aspirations	Bristol Post
CLF	NSC Sir David	TES
JCA	Lola Humphries	Schools Week
DSS	Frame Erected	Academy Today
BPA	Read Aloud	Bristol Post
KOA	Talent Show	Bristol Post
BMA & BPA	Read Aloud	Bristol 24/7 Website
BBA/MPA/BPA/WFA/KOA	World Book Day	Bristol Post
BBA/MPA/BPA/WFA/KOA	World Book Day	Bristol Post Website
BBA	World Book Day	Academy Today
BMA	School Places	Made in Bristol TV
CLF	LA's running Schools	Schools Week
BMA	Raising Aspirations	Fishponds Voice
BMA	Raising Aspirations	Fishponds Voice Online
BPA	Read Aloud	Fishponds Voice
BPA	Read Aloud	Fishponds Voice Online
BPA	Science Week	Bristol Post
CLF	All schools to become academies	BBC News
BMA	Sugar Tax	ITV National News
CLF	All schools to become academies	BBC Radio Bristol
KOA	Enterprise Week	Bristol Post
DSSB	Topping Out	Bristol Post

DSSB	Topping Out	Bristol Post website
CLF	widespread education reforms announced	Bristol Post website
CLF	All schools to become academies	Made in Bristol TV News
BMA	BME Students	BBC Points West
KOA	Micro Bit	BBC Radio Bristol
KOA	Micro Bit	Bristol Post
KOA	Micro Bit	Bristol Post website
KOA	Micro Bit	BBC Points West
KOA	Micro Bit	The Breeze
BMA	Onsite	Fishponds Voice
BPA	Science Week	Fishponds Voice
KOA	Micro Bit	Fishponds Voice
MPA	World Book Day	Fishponds Voice
CAB	Muslim Students & Exam Time	Bristol Post
CAB	Muslim Students & Exam Time	Bristol Post website
KOA	Chernobyl visitor	Bristol Post
CLF	Primary Testing	Made in Bristol TV News
BPA	Stoke Lane Closure	ITV West
HPA	Josh Bell fundraiser	Weston Mercury
HPA	Josh Bell fundraiser	Weston Mercury (Website)
HPA	Fundraising	BBC Radio Bristol
HPA	Fundraising	BBC Radio Bristol
WFA	Ofsted	Bristol Post
BMA	Give & Gain Day	Bristol Post
BMA	Give & Gain Day	Academy Today
BMA	Give & Gain Day	Fishponds Voice
WFA	Ofsted	Fishponds Voice
HPA	EU Referendum	BBC Radio Bristol
HPA	EU Referendum	Weston Mercury Website
HWA	EU Referendum	BBC Points West
HWA	Teacher Recruitment	BBC Radio Bristol News
HWA	Teacher Recruitment	BBC Radio Bristol
JCA	Tour Run Mini Olympics	Bristol Post
HVA	Building complete	Weston Mercury
BMA	Lion King	Fishponds Voice
JCA	Olympics	Fishponds Voice
MPA	Fitness Festival	Fishponds Voice



BMA	Flying Challenge	Fishponds Voice
BMA	Lion King	Bristol Post website
SA	Paralympic Torch	Bristol Post
JCA	Welcome To The Jungle	BBC Radio Bristol
CLF	CLF Summer Conference	Academy Today
WFA	Natural England Project	Bristol Post
CLF	CLF Boss Backs GCSE	Bristol Post
CLF	CLF Boss Backs GCSE	Bristol Post website
HPA	Headteachers warning	Weston Mercury

Dean Blake,
Communications Manager,
19/09/2016