



**Cabot
Learning
Federation**

CLF Public Relations Annual Report

Compiled from August 2013
July 2014

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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 2013- July 2014. A successful year with a total of 170 positive mentions of the CLF or CLF academies in the media.

With forty teaching weeks in a school year the federation averaged around four positive mentions in the media for every teaching week and with 43 press releases issued that's just over one produced per week.

Federation Totals		
	Totals	
Number Of Staff Involved (Interviewed or Quoted)	33	
Number Of Press Releases Issued & Published	43	34 Published
Number Of Proactive News Stories	127	Total 170
Number Of Reactive News Stories	43	
Amount Of Air Time; Radio	1Hr 28 Mins 46 Secs	
Amount Of Air Time; TV	20 Mins 41 Secs	
Amount Of Media Print Coverage	A page equivalent 14.88 metres down by 15.19 metres across	

Media Agencies Worked With		
Media Source	Number Of Items	Sub Totals
Television		
BBC Points West	5	11
ITV West Tonight	4	
BBC National News	1	
BBC politics Show	1	
Radio		
BBC Radio Bristol	13	18
BBC Radio 5 Live	4	
BBC Radio 4	1	
Print Media Inclusive Of Their Websites		
Bristol Evening Post & Website	122	141
The Guardian	1	
Forbes magazine	2	
Weston Mercury	13	
BBC School Report Website	1	
The Independent	2	
Yahoo	1	
Grand Total Of Separate News Items		170

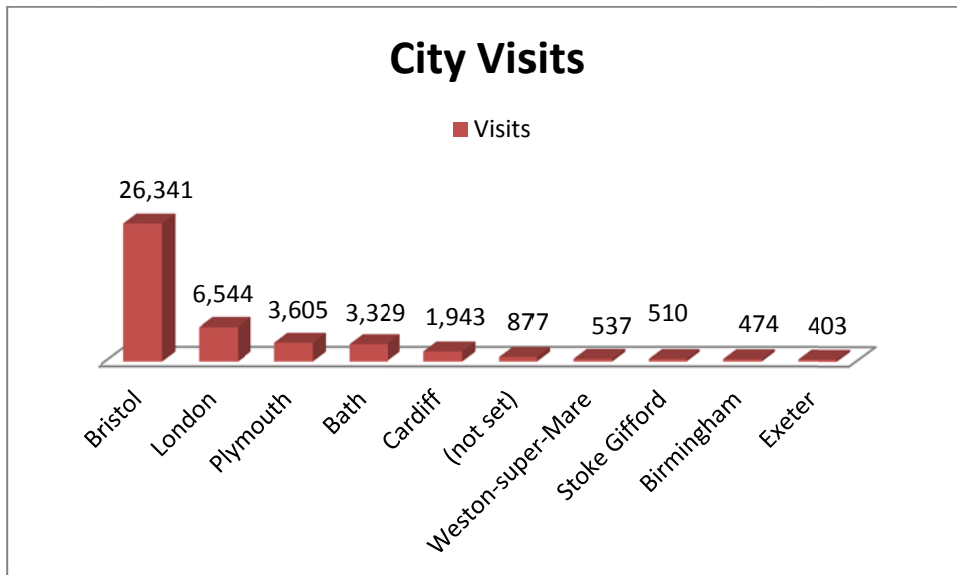
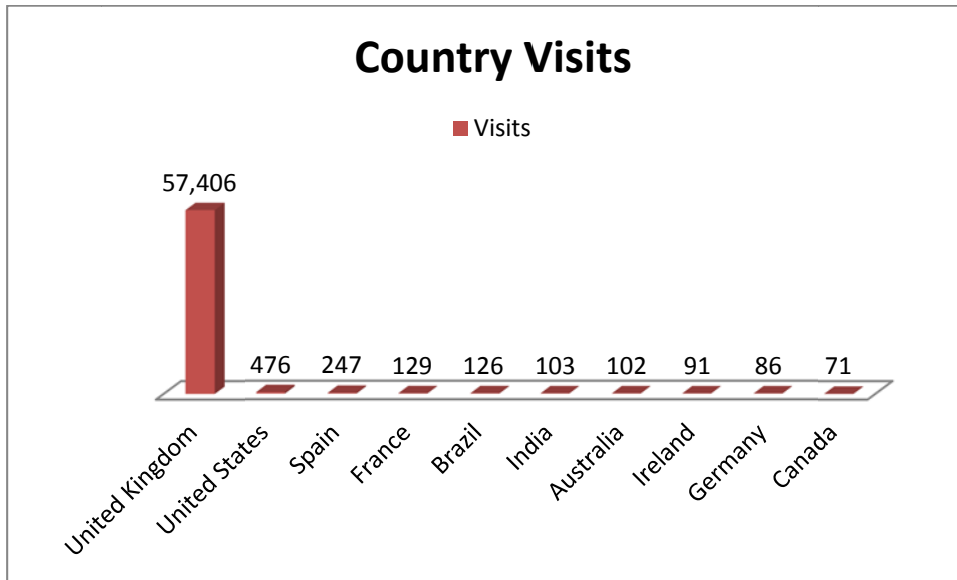
CLF or academy staff that were either quoted or interviewed

Member Of Staff	Academy	Total
Sir David Carter	CLF	7
Steve Taylor	CLF	
Phil Beaven	CLF	
Phil Arnold	HHS	
Sarah Hansford	HHS	
Claire Carter	CLF	
Dean Blake	CLF	
Dan Nicholls	Bristol Brunel	4
Matt Leek	Bristol Brunel	
Domini Choudhury	Bristol Brunel	
Jon Jones	Bristol Brunel	
Jon Angell	John Cabot	5
David Morgan	John Cabot	
Neil Simpkins	John Cabot	
Sam Bridges	John Cabot	
Pete Simmons	John Cabot	
Steve Taylor	Bristol Met	7
Helen Harman	Bristol Met	
Nigel Cooley	Bristol Met	
Donna Whicliffe-Smart	Bristol Met	
Sally Apps	Bristol Met	
Alison Evans	Bristol Met	
Meesh Lambert	Bristol Met	
Tim Anderson	Kings Oak	2
Ian Frost	Kings Oak	
Mike Jay	Hans Price	3
Armando Di- Finizio	Hans Price	
Bonnie Spicer	Hans Price	
Primaryes		5
Susie Weaver	WFA	
Gemma Jackson	MPA	
Kirsty McLeod	SA	
Janet Trutch	SA	
Mandy Milsom	SA/FVA	
GRAND TOTAL		33

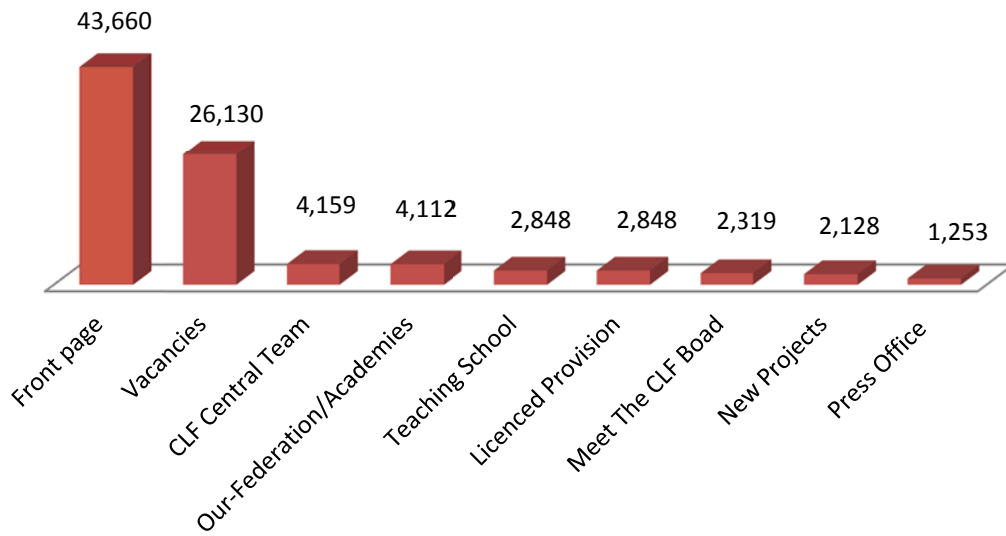
The CLF Website

Data extracted from Google Analytics September 5th 2013-September 5th 2014.

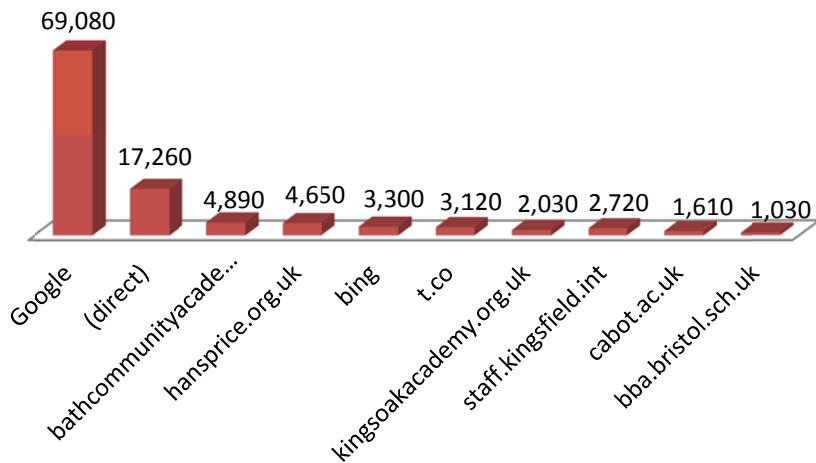
Total number of hits 59,814



Top Pages



Source



Note t.co is Twitter.

twitter



Followers 1,541

facebook

272 Likes

Notable Followers on Twitter

- 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
- Richard Payne ITV West Country News

Full List of Stories

Academy	Story	Media
BMA	Federations	The Guardian
BBA	Ofsted	BBC Points West
JCA	A Levels	BBC 5 Live
JCA	A Levels	BBC 5 Live
JCA	A Levels	BBC 5 Live
BMA	GCSE's	BBC Radio Bristol
JCA & CLF	GCSEs	BBC Points West
BMA	GCSEs	The Bristol Post online
BBA	GCSEs	The Bristol Post

BBA	GCSEs	The Bristol Post online
HPA	GCSEs	The Weston Mercury
HPA	GCSEs	The Weston Mercury Online
BMA	School Uniform	BBC 5 Live
JCA	GCSE Maths & English Reforms	BBC National News Lunchtime
WFA	Staggered Start	The Bristol Post
WFA	Staggered Start	The Bristol Post online
MPA	Staff Motivation	Headteacher Update
WFA	Opening	BBC Radio Bristol
CLF	Ofsted	BBC Points West
WFA	Wallscourt Opening	The Bristol Post
WFA	Wallscourt Opening	The Bristol Post online
HPA	Film Nomination	The Weston Mercury
HPA	Film Nomination	The Weston Mercury Website
CLF / KOA	The Grange	The Bristol Post
CLF / KOA	The Grange	The Bristol Post online
BMA	Author Visit	The Bristol Post
HPA	Fundraising	The Weston Mercury
KOA	Dignitary Visit	The Bristol Post
SA	Strictly	The Bristol Post
SA	Strictly	The Bristol Post online
WFA	School Buildings	BBC Radio Bristol
HPA	Charity Firework Night	The Weston Mercury Website
HPA	Environmentally Friendly	The Weston Mercury Website
CLF/KOA/BMA	Children In need	The Bristol Post
CLF/KOA/BMA	Children In need	The Bristol Post online
KOA	Social Mobility	BBC Radio Bristol
HPA	Topping Out	The Bristol Post
JCA	Movember	The Bristol Post online
HPA	Westons Got Talent	The Weston Mercury Website
BMA	Olympian Visit	The Bristol Post
BMA	Olympian Visit	The Bristol Post online
CLF	The Grange	The Bristol Post
CLF	The Grange	The Bristol Post online
WFA	Primary Schools	The Bristol Post
WFA	Primary Schools	The Bristol Post online
WFA	Nativity	Bradley Stoke Matters

SA	Nativity	The Post
SA	Nativity	The Post Online
WFA	Nativity	The Post
WFA	Nativity	The Post Online
BMA	Children of the 90's	ITV West
JCA	Children of the 90's	BBC Points West
BBA & BMA	Onset Business Start Up	Bristol Post online
CLF	The 8 Characteristics Of Effective School leaders	Forbes Magazine Online
CLF	New Year Message	The Bristol Post
CLF	How Superheads Can Fix Our Schools	Forbes Magazine Online
WFA	Noodle	BBC Radio Bristol
KOA	Summer Artman England Netball	The Bristol Post
KOA	Summer Artman England Netball	The Bristol Post online
BMA	Christina Marie BMA Student On The Voice	The Bristol Post
BMA	Christina Marie BMA Student On The Voice	The Bristol Post online
WFA	Noodle	The Bristol Post
WFA	Noodle	The Bristol Post online
WFA	Noodle	Western Daily Press
WFA	Noodle	Western Daily Press online
WFA	Noodle	Yahoo
WFA	Noodle	ITV West News
WFA	Noodle	ITV West Website
CLF/KOA	Grange Studio School	The Post
CLF/KOA	Grange Studio School	The Post Online
CLF	Ban Energy Drinks	BBC Radio Bristol
HPA	CyberMentors	Weston Mercury Website
JCA	GCSE's	The Post
JCA	GCSE's	The Post Online
BMA	GCSE's	The Post
BMA	GCSE's	The Post Online
CLF/ BBA	Rugby Stars	The Post
CLF/ BBA	Rugby Stars	The Post Online
CLF	School Discipline	BBC Radio Bristol
CLF	Sir David Carter Gove announcement	The Post
CLF	Sir David Carter Gove announcement	The Post Online
CLF	Sir David Carter Gove announcement	BBC Politics Show

JCA	Teachers to teach coding	BBC Radio Bristol
JCA	Science teaching	The Independent
JCA	Science teaching	The Independent Website
KOA	Road Safety Tennis Court Road	The Post
KOA	Road Safety Tennis Court Road	The Post Online
CLF	Ofsted to inspect academy chains	The Post
CLF	Ofsted to inspect academy chains	The Post Online
HHS	Ball Boys/ Girls	The Post
HHS	Ball Boys/ Girls	The Post Online
BBA	School Offers	The Post
BBA	School Offers	The Post Online
JCA	Youth Mayor James Gibson	The Post
JCA	Youth Mayor James Gibson	The Post Online
KOA / CLF	New Primary	The Post
KOA / CLF	New Primary	The Post Online
JCA	Embarassing Bodies	BBC Radio Bristol
HPA	Sport Relief DJ	Weston Mercury Website
HHS	Enterprise Group	The Post
HHS	Enterprise Group	The Post Online
BMA	Art Students	The Post
BMA	Art Students	The Post Online
WFA / BCA	Noodle	BBC School Report Website
JCA	BBC Rooftop Garden	BBC Points West
WFA/BCA	Noodle	BBC Radio Four Extra
CLF Post 16/JCA	BOV Play	The Post
CLF Post 16/JCA	BOV Play	The Post Online
BBA & MPA	China Project	The Post
BBA & MPA	China Project	The Post Online
SA	500 hundred Book Winner	The Post
SA	500 hundred Book Winner	The Post Online
CLF	Sir David's New Role	The Post
CLF	Sir David's New Role	The Post Online
CLF	Sir David's New Role	BBC Radio Bristol
CLF	Sir David's New Role	The Post
CLF	Sir David's New Role	The Post Online
KOA	New Primary	The Post
KOA	New Primary	The Post Online

BMA	Top Twenty	The Post
BMA	Top Twenty	The Post Online
CLF	Hanham High	The Post
CLF	Hanham High	The Post Online
CLF /KOA	The Grange	The Post
CLF /KOA	The Grange	The Post Online
CLF	Steve Taylor	BBC Radio Bristol
KOA	Dancers	The Post
KOA	Dancers	The Post Online
JCA	STEM Day	The Post
JCA	STEM Day	The Post Online
WFA	Unhealthy school meals	The Post
WFA	Unhealthy school meals	The Post Online
KOA	Colin Pillinger	HTV Westcountry Tonight
BCA	Ten Tors	Bath Chronicle Online
CLF	Primary Emmersons Green	The Post
CLF	Primary Emmersons Green	The Post Online
CLF	Mike Gunston	Wiltshire.co.uk
HHS	Ducklings	BBC Radio Bristol
CLF/BBA?JCA	Sir Michael Wilshaw	The Post
CLF/BBA?JCA	Sir Michael Wilshaw	The Post Online
WFA	Building Homes	The Post
WFA	Building Homes	The Post Online
BMA	Conrad Chef	The Post Online
HHS	Enterprise Group	The Post
HHS	Enterprise Group	The Post Online
CLF/HPA	Armando Leaving	The Post
CLF/HPA	Armando Leaving	The Post Online
CLF HPA	New Build Open	The Post
CLF HPA	New Build Open	The Post Online
CLF	Fishponds Academy	The Post
CLF	Fishponds Academy	The Post Online
JCA	GCSE Revision	The Post
SA / CLF	Ofsted	The Post
SA / CLF	Ofsted	The Post Online
BBA	Under Performing Students	BBC Radio Bristol
CLF	Battle Of The Bands	The Post

CLF	Battle Of The Bands	The Post Online
CLF	Battle Of The Bands	The Post
BMA	Beauty & The Beast	The Post
BMA	Beauty & The Beast	The Post Online
CLF	Maths Hub	The Post
CLF	Maths Hub	The Post Online
BMA	Beauty & The Beast (Review)	The Post
BMA	Beauty & The Beast (Review)	The Post Online
BPA	Reading Recovery	The Post
BPA	Reading Recovery	The Post Online
BBA	Prom Pics	The Post
CLF	Lip Dub Video	The Post
CLF	Lip Dub Video	The Post Online

Dean Blake,
Communications Manager,
18/12/2014