

Magor with Undy Community Council

PRESS, MEDIA & PUBLICITY POLICY

1 INTRODUCTION

- 1.1 The purpose of this policy is to define the roles and responsibilities within the Council for working with the media and deals with the day-to-day relationship between the Council and the media.

- 1.2 It is the intention of this policy to provide guidance on how to deal with issues that may arise when dealing with the media.

2 KEYS AIMS

- 2.1 The Council is accountable to the local community for its actions and this can only be achieved through effective two-way communications. The media – press, radio, TV, internet – are crucially important in conveying information to the community so the Council must maintain positive, constructive media relations and work with them to increase public awareness of the services and facilities provided by the Council and to explain the reasons for particular policies and priorities.

- 2.2 It is important that the press have access to the Council via the Clerk and to background information to assist them in giving accurate information to the public. To balance this, the Council will defend itself from any unfounded criticism and will ensure that the public are properly informed of all the relevant facts using other channels of communication if necessary.

3 THE LEGAL FRAMEWORK

- 3.1 The law governing communications in local authorities can be found in the Local Government Acts 1986 and 1988. The Council must also have regard to the governments Code of Recommended Practice on Local Authority Publicity.
- 3.2 The Council's adopted Standing Orders should be adhered to.

4.0 CONTACT WITH THE MEDIA

- 4.1 The Council should always have due regard for the long-term reputation of the Council in all their dealings with the media.
- 4.2 Confidential documents, exempt Minutes, reports, papers and private correspondence should not be leaked to the media. If such leaks do occur, an investigation will take place to establish who is responsible and appropriate action taken.
- 4.3 When the media wish to discuss an issue that is, or is likely to be, subject to legal proceedings then advice should be taken from the Council's solicitor before any response is made.
- 4.4 All press releases, reports, articles and up-dates etc intended for publication must be submitted by, or checked and authorised for accuracy by the Clerk before release.
- 4.5 There are a number of personal privacy issues for the Clerk and Members that must be handled carefully and sensitively. These include the release of personal information, such as home address and telephone

number (although Member contact details are in the public domain); disciplinary procedures and long-term sickness absences that are affecting service provision. In all these and similar situations, advice must be taken from the Clerk before any response is made to the media.

- 4.6 When responding to approaches from the media, the Clerk and Chair are authorised to make contact with the media. In specific cases the Clerk and/or Chair may authorise other Member/s to respond to media requests.
- 4.7 Statements made by the Chair and the Clerk should reflect the Council's opinion.
- 4.8 Subject to 4.4 above, any press releases, reports, articles etc., from Councillors, intended for publication must only reflect the Council's opinion and not the personal opinion of individuals and must represent resolutions of the Council.
- 4.9 There are occasions when it is appropriate for the Council to submit a letter, for example to explain important policies or to correct factual errors in letters submitted by other correspondents. Such letters should be kept brief and balanced in tone and correspondence should not be drawn out over several weeks. All correspondence must come from the Clerk.
- 4.10 Should a Member decide to submit a letter, article etc to the press on any subject they should not use the term 'Councillor' or give the impression, directly or implied, that they are writing on behalf of the Council.

4.11 Should a Member decide to submit a letter, article etc to the press in which they comment on any aspect of the Community Council they do so subject to 4.4 above.

5 ATTENDANCE OF MEDIA AT COUNCIL MEETINGS

- 5.1 The Local Government Act 1972 requires that agendas, reports and minutes are sent to the media on request.
- 5.2 The media are encouraged to attend Council meetings and seating and workspace will be made available.
- 5.3 Any filming or taping of Council proceedings by the media must be with prior notice to the Clerk and Chair (see Standing Orders).

6 PRESS RELEASES

- 6.1 The purpose of a press release is to make the media aware of a potential story, to provide important public information or to explain the Council's position on a particular issue. It is the responsibility of the Clerk and Members to look for opportunities where the issuing of a press release may be beneficial.
- 6.2 All press releases must be issued by the Clerk in order to ensure that the principles outlined in section three (Legal Framework) are adhered to, that there is consistency of style across the Council and that the use of the press release can be monitored.