

Batcombe Parish Council

Press and Media 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 not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, it provides guidance on how to deal with issues that may arise when dealing with the media.

2 KEY 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, *and the parish magazine* – are important in conveying information to the community so the Council should 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 The media themselves may have a role to play on behalf of the local community in holding the Council to account for its policies and actions. It is important that they have access to the Clerk and Members and to background information to assist them in this role. To balance this, the Council should defend itself from any unfounded criticism and 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. Some aspects of the Code are relevant to this policy:-
 - “Any publicity describing the Council’s policies and aims [and the provision of services] should be as objective as possible, concentrating on facts or explanation or both.”
 - “Publicity touching on issues that are controversial, or on which there are arguments for and against the views or policies of the Council... should be handled with particular care. Issues must be presented clearly, fairly and as simply as possible, although Councils should not oversimplify facts, issues or arguments.”
- 3.2 In particular, the Clerk and Members should always have due regard for the long-term reputation of the Council in all their dealings with the media.
- 3.3 Confidential documents, exempt Minutes, reports, papers and private correspondence should not be leaked to the media.
- 3.4 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.
- 3.5 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, 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.

4.0 CONTACT WITH THE MEDIA

- 4.1 When responding to approaches from the media, the Chairman should be the authorised contact with the media in consultation with the Clerk. The Clerk is, however, given permission to speak to the media in his/her absence.
- 4.2 Statements made by the Chairman or the Clerk should reflect the Council's opinion.
- 4.3 Other Councillors can talk to the media but must ensure that it is clear that the opinions given were their own and not necessarily those of the Council.
- 4.4 Caution should be exercised when submitting letters to the editor for publication in newspapers. 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. However, such letters should be kept brief and balanced in tone and correspondence should not be drawn out over several weeks.
- 4.5 Letters representing the views of the Council should only be submitted by the Chairman or the Clerk. If other Councillors choose to use the letters column to express their own opinions on Council policies, they are strongly advised to check their facts first with the Clerk. It should always be made absolutely clear whether the views put forward are those of the Council or of an individual Member.
- 4.6 At all times consideration should be given as to how the correspondence may affect the reputation of the Council.

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, five working days prior to the meeting.
- 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 Chairman of the meeting.

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 Any Member may draft a press release, however they must all 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.