

PATCHWAY TOWN COUNCIL

MEDIA & PUBLICITY POLICY

Overview

This policy is based upon the premise that Patchway Town Council values the role of the media. Wherever possible, a positive approach will be taken to meet media requests for interviews with Councillors or others – where appropriate.

Council publicity material and communication generally will not support or promote a political point of view.

All press released will be issued through the Town Clerk. All media enquiries received should automatically be referred to the Press Spokesperson.

Journalists will be encouraged to attend Council meetings to enable them to report accurately on those meetings.

General Media Enquiries

All media enquiries received by staff should be referred to the Press Spokesperson.

Issue of News Releases on Behalf of the Council

News releases prepared by the Press Spokesperson will be actioned by the Town Clerk and appropriately filed.

Annual Town Council Newsletter

A Town Council newsletter will be published three times per year to promote the Council and Council activities. The Town Council will also issue an Annual Report.

Council Meetings

Agendas will be sent to the media.

In appropriate cases, news releases will be issued in advance of the meeting by the Town Clerk to highlight any key items quoting a member of the Council.

Where a journalist wishes to find out what was said by individual Councillors during a meeting, the reporter will be referred to the Councillor direct. If a journalist requires any clarification of proceeding at a meeting, he should be referred to the Town Clerk or Deputy Town Clerk.

Individual Councillors

It is the prerogative of individual Councillors to make their own statements relating to local issues. Any Councillor making statements to the press has responsibility for making sure it is clear that the views they express are their own.