# Mary Tavy Parish Council

## Press and Media Policy

**Introduction**

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.

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.

**Key Aims**

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

It is important that the press have access to the clerk and chairman 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.

**The Legal Framework**

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 government's Code of Recommended Practice on Local Authority Publicity.

Other important relevant legislation include: the Public Bodies (Admission to Meetings) Act 1960 and the Openness of Local Government Bodies Regulations 2014 (which amended s.1 of the 1960 Act).

The Parish Council's adopted standing orders (in particular, standing orders 3(i), 3(j) and 3(k)) should be adhered to.

**Contact with the Media**

The clerk and councillors should always have due regard for the long-term reputation of the Council in all their dealings with the media.

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 responsible and if appropriate action was taken.

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. Whenever possible, any information given to the press shall be given in writing so as not to leave interpretation open to misunderstanding and misreporting.

There are a number of personal privacy issues for the clerk and councillors that must be handled carefully and sensitively. These include the release of personal information, such as home address and telephone number (although clerk and councillor 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.

When responding to approaches from the media, the clerk or the Chairman are authorised to have contact with the media.

Statements made by the Chairman and the clerk should reflect the Council's opinion.

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.

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.

**Attendance of the Press at Council Meetings**

Members of the press have a right of admission to council meetings that are also open to the public (Public Bodies (Admission to Meetings) Act 1960). A copy of the agenda for the meeting, and any supporting documents, will be supplied to members of the press upon request.

The media are encouraged to attend council meetings and seating and workspace will be made available.

**ANY** person who attends a council meeting may report on the proceedings of the meeting whilst it is open to the public (Public Bodies (Admission to Meetings) Act 1960, s.1, as amended by the Openness of Local Government Bodies Regulations 2014).

"Reporting" is defined in section 1(9) of the 1960 Act (as amended by the Openness of Local Government Bodies Regulations 2014) to include:

"(a) filming, photographing or making an audio recording of proceedings at a meeting (e.g., via using a mobile phone, a tablet such as an iPad, filming for a TV broadcast, recording for a radio broadcast)

(b) using any other means for enabling persons not present to see or hear proceedings at a meeting as it takes place or later (e.g., live streaming)

(c) written reporting or commentary on the proceedings during or after a meeting or oral reporting or commentary after the meeting."

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**Press Releases**

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 councillors to look for opportunities where the issuing of a press release may be beneficial.

The clerk or any councillor 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.

## This Press and Media Policy was last reviewed and readopted by Mary Tavy Parish Council during the Annual Meeting of the Council held on

## Next Review Due: June 2027