

Lawford Parish Council



Council Offices: Ogilvie Hall, Wignall Street, Lawford, Essex CO11 2JG

Press and Media Policy

Lawford Parish Council welcomes enquiries from the Press & Media and recognises that our relationship with the press helps us communicate with residents. The Parish Council recognises the need for this and should be reflected in how we deal with the Press. The aim of this policy is to ensure that the Parish Council is seen to communicate in a professional and objective manner. This policy should be read in conjunction with the Members Code of Conduct. The Councils approach to the media should be:

- Open and honest
- Proactive
- Responsive and timely
- Informative

There are two types of press release;

1. **Official Council Releases:** An official Council release is made on behalf of the Council and will be written by the Chairman or Chair of the relevant Committee. It is non-party political and may include a quote from the relevant Councillor(s). This is usually the Chair of the Council or Committee Chairman. A copy must be provided to the Clerk.
2. **Councillor Press Releases:** Councillor's press releases are personal (it must be clear that the comments are **personal** views and not the Parish Council's). The release is written and issued by the Councillor responsible. This release may or may not be political and **should not** include the name of the Parish Council / Officer, Parish Council details (address or telephone number) nor the Office as a point of contact. It would be beneficial for copies of intended releases, especially those of a factual nature, to be provided to the Parish Clerk. Councillors seeking advice can either contact the Parish Clerk or Monitoring Officer.

Comment Protocol:

No Councillor shall comment on behalf of the Council and should direct the Press to the Chair of the relevant Committee, who may comment on behalf of the Council and must notify the Clerk immediately.

Press Release Protocol:

The following forms the Protocol for Council Members and Officers:

- All official Council press releases may include a quotation from a relevant Councillor; otherwise it will be from the Full Council. In some circumstances it may be appropriate to also include District Councillor or other Councillors promoting the scheme/matter.
- All official Council press releases are to be issued on a Council headed notepaper by the Parish Clerk.
- Official press releases will not identify the political party or group affiliation of any Member(s) quoted in the release.

Councillors to sign Press and Media policy (with the Code of Conduct) annually **at the Annual Meeting**

Adopted: March 2017 minute ref:124/1617 (f)

Reviewed: 15 May 2017 minute ref: 7/1718 (g)