

# **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.

Patchway Town Council's Town Clerk will co-ordinate the Council's media and publicity profile. 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 Clerk.

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 Town Clerk

### **Issue of News Releases on Behalf of the Council**

News releases prepared by the Office Staff will be actioned by the Town Clerk and appropriately filed.

### **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.

**Adopted by Patchway Town Council – 27/11/2018**