



Lostwithiel Town Council

Media Policy

Media Policy

Lostwithiel Town Council throughout the year receives enquiries from the media, issues news releases & the Mayor writes an article for Lostwithiel's monthly newsletter.

The purpose of this media policy is to clarify the roles & responsibilities of Members and the Town Clerk when involved in dealing with the media & to provide guidance on how to handle media interest. It is further to ensure that the Council is seen to communicate in a professional and objective manner. In all cases the Council's approach to the media should be open, honest, proactive, responsive and timely.

Under the 1960 Public Bodies (Admission to Meetings) Act, provision is made for members of the press to attend Council and committee meetings. During meetings Members should be mindful that any comments and messages are put across in a manner which gives the journalist an accurate picture.

Official communications with the press representing the Town Council is restricted to the Mayor, Deputy Mayor and Town Clerk or to other Town Councillors specifically mandated to do so over a particular issue. All press releases will reflect the view of the Council and must be issued via the Town Clerk.

Any Member contacted by a journalist requesting an interview should refer the matter to the Mayor, Deputy Mayor or Town Clerk. The person put forward for interview will be situation dependant.

Periodically the Council will have to respond to negative issues. It is important that these situations are managed carefully so as to limit the potential for negative publicity. Members should notify the Mayor, Deputy Mayor or Town Clerk as soon as a potentially negative issue which may attract media interest is known.

Members of the Council are reminded of their duties under the Council's Code of Conduct. They must uphold the reputation of the council in their dealings with the media and be mindful of the confidentiality of some information received and/or held by them as Councillors

Members of the Council who have contact with the media in a personal capacity or as members of non-Council related organisations must not refer to their Council posts and must make it clear to the journalist concerned that they are speaking in a personal capacity or on behalf of the non-Council related organisation. **Where members have declared a personal and prejudicial interest at the Council meetings, they must be very clear in any dealings with the media that they are acting in their own personal capacity and distance themselves from the Council and their role as an elected member.**

Amended by Lostwithiel Town Council at the Annual Meeting held on 6 May 2014.