

WOODHAM WALTER PARISH COUNCIL

Media Policy

Media Arrangements to be attached to Standard Orders.

The Clerk is the first port of call for all media enquiries. Where appropriate the Clerk to respond to all calls and arrange interviews with members.

All media enquiries should be directed to the spokesperson(s) for the council. This is normally the Chairman or Vice Chairman or if appropriate, for a specific issue, The Chairman may authorise the Clerk or another councillor to make a statement on behalf of the Council.

The media policy is to be

- Open
- Transparent
- Honest
- Proactive and assertive
- Helpful to the media in facilitating photograph opportunities, interview and other reasonable requests

The Clerk and members will:

- Promote the reputation of the organisation
- Respond quickly and effectively to media enquiries
- Respect the confidential nature of information which is retained by the Parish Council on individual cases or other matters which are officially specified as confidential
- All media comment must accurately reflect the Council's position on the topic, as adopted in documents e.g. minutes and policies. Comments should only be made on behalf of the council on matters where a Woodham Walter Parish Council's position has been formally determined.
- All decisions of the council, made in an open meeting, can be quoted and made available to the media.
- The person responding to the media enquiry should have the necessary facts and understanding and can speak with some authority, using plain English.
- Councillors wishing to make a "personal statement" to the media must clearly inform the media:
 - that their comment is made as an individual and are not necessarily the view of the Council;
 - that other councillors may hold a different view;
 - that the matter may still to be discussed or resolved by the council.

Dated: 3rd December 2012 Adopted at meeting on:

(Minute ref:)