

BLACK TORRINGTON PARISH COUNCIL MEDIA & PUBLICITY POLICY

This document sets out the Parish Council's approach to communications. It is based on Torridge District Council's *Media Policy 2014* and therefore should be read in conjunction with the full policy.

The Council's overall aim when communicating is:
"To communicate accurate, timely and relevant information"

The means by which we communicate with the public are via *the BT Times, the Parish Notice Board and the Black Torrington Parish Website.*

The way the Council is portrayed has a major influence on the public's perception of the Council

The impact of positive presentation cannot be overestimated.

Every opportunity should be taken to promote the Council's services, decisions, and policies.

Communication is every member of Council's responsibility.

Publicity for Council meetings

The media and the public have online access to agenda via the parish website at least five days before the meeting. Agenda are displayed on the parish notice board.

Any publicity describing the Council's policies and aims should be as objective as possible, concentrating on facts or explanation or both.

Responding to enquiries

Councillors contacted directly by the press should take details of the enquiry – name, telephone number and details of deadline – then pass the enquiry on to the Chairman or Vice-chairman.

The Chairman of the Council, can be quoted in a Council press release, or *BT Times* but comments must reflect his/her official role and not their personal or political views.

To help maintain our relationship with the media and our residents a high priority must be given to responding to their requests for information and comments.

Written statements should be used to respond to enquiries about sensitive or controversial issues, when we want to make sure that the Council's position cannot be open to misinterpretation or misrepresentation.

Publicity and responses to enquiries must be objective and explanatory and avoid personalisation of the issues or inappropriate personal image making.

This policy should seek to:

Improve the image of Black Torrington Parish Council with the public

Provide the public with a greater understanding of the functions of the Council

8. Declaration

I have read and agree to abide by the guidelines set out in this protocol.

Name:

Signature:

Date:/...../.....

***A good
name is
harder to
obtain and
much
easier to
Lose than
A bad one***

***Research by MORI shows that people who feel well
informed about their council tend to be more positive
and satisfied with the service they receive***

This policy to be reviewed annually. Date approved.....

Signature of Chairman.....