

## Media Protocol

### Communications with the media

The following is the media protocol agreed by Executive. Managers are asked to make staff aware of this and ensure that they adhere to it.

#### Press releases

- All press releases must be agreed with the relevant Head of Service before being sent to the Town Hall;
- Officers must try to follow the ['Handy Tips on Writing Press Releases'](#), which is available on the Policy Unit's internet page and the Executive Office intranet page. This is recognised industry good practice.
- All press releases must contain a Councillor quote, with the exception of standard monthly press releases.
- All press releases should be sent to the Chief Executive's e-mail.
- The Town Hall will forward press releases on to the Policy Unit if there are any significant concerns about the content or quality of the press release, and they will provide feedback to managers, where necessary;
- Once agreed, the Town Hall will circulate to all media contacts and put a copy on the Council's website and intranet;
- Press release containing a positive message will also be sent to the Improvement Service;
- The press will then be free to directly contact the officer named on that press release;

#### Other contact with the press

- The Executive has agreed a ['list of press contacts'](#). The list is again available on the Policy Unit's internet page and the Executive Office intranet page and is to be circulated by managers.
- The press will be asked to route all queries through Heads of Service. It will be up to them to decide whether to deal with the query personally, or to refer on to another member of their team. There will be many occasions when a service manager or practitioner will be better placed to deal with the issue.

This is part of the ongoing effort to help improve the quality of the communications going out of the Council. It's not meant to restrict media access to Council officers, instead, it's meant to improve the fairly uncoordinated arrangements that exist at the moment.

The Policy Unit and HR are currently looking into media training being offered to everyone on the list. As a start point, HR will ask everyone on the list whether they've already been through training.

Please pass this on to your team.

#### The Executive