

WYMONDHAM TOWN COUNCIL

Press & Media Policy

Revised February 2023

Adopted 2025

Introduction

This protocol is for staff and members. It is intended to provide a clear set of rules that should be adhered to when working with the media.

Key Aims

- To improve public understanding of the work of Wymondham Town Council
- To underline Wymondham Town Council's role as a listening Council, by stressing its commitment to consulting and empowering the public.
- To give information about the Council's policies, services and democratic processes so people feel more informed about the work of the Council.
- To secure good news stories in the local press and radio to safeguard the reputation and image of the Council.
- To demonstrate the Council's commitment to transparent ways of working by being open with the media.
- To build up the Council's role as a community leader and advocate for the community.
- To enhance the reputation of Wymondham Town Council, by promoting and celebrating the successes and achievements of the Council and its partners.

Data Protection

When responding to press/public requests for information or producing information releases, consideration should be given to the Data Protection Act.

It is appropriate to disclose general information about staff and members as responsible public servants, for example, name, job title, and direct phone number. In the case of members, where other personal information is requested then consent of the individual must be given.

Photographs

Photographing children should be handled with great care. Permission of guardians or parents must always be given before publishing pictures, and explicit consent sought before publishing on the internet.

Role of Clerk

Council media liaison will be carried out by the Town Clerk who will be the primary contact for the press and media and will ensure that:

- All the Council's media contact is professionally managed to meet the communications needs of the Council and the media.

- All press releases/ statements are issued comply with this policy.
- Incoming press calls will be fielded and responded to on behalf of the Council and where appropriate are referred to the Chair of the Council.
- Requests for interviews with members are coordinated.
- Any requests from representatives of the media for statements/information to individual members are referred to the Town Clerk to ensure that information provided to the media is accurate.

Chair of the Council

The Chair of the Council will be supported in making best use of the media to promote his or her special role as ambassador for the Council (e.g. promotion of Council events, facilities, fetes or official opening ceremonies). The Chair must not comment on political issues and any such issues that could be deemed as controversial should be discussed and/cleared with the Town Clerk.

Members

Council members shall be free to talk to the media at any time but should exercise care and discretion over any statement made. When giving comments it should be made clear that these are a personal view and do not necessarily reflect the views of the Council.