



# **MEDIA POLICY**

Adopted by Council at the Annual Meeting of Council on  
16<sup>th</sup> May 2023

1. This policy is to guide both Councillors and Officers of the Council in their relations with the news media in such a way as to ensure the smooth running of the Council.
2. This policy does not seek to be comprehensive but sets out to provide guidance on how to deal with some issues that may arise when dealing with news media organisations including press officers attending meetings.
3. The Council is accountable to the electorate for its actions and shall therefore be proactive in making all reasonable efforts to make its decisions and policies known to the electorate.
4. The Council shall allow all reasonable access to news media organisations.
5. The Council shall make every effort to respond without delay to requests for information from news media organisations.
6. Councillors and Officers must not disclose information that is of a confidential nature or protected in law. This includes any discussion with news media organisations of any item which has been discussed under confidential items on the Council's agenda.
7. Councillors and Officers should act with integrity at all times when representing or acting on behalf of Campbell Park Community Council.
8. When dealing with news media organisations Councillors and Officers should be informed and certain of all their facts; ensure that when making comments on behalf of the Community Council they are aware what Council policy is and their comments reflect that policy; be calm; ensure that their comments and views will not bring the Council, its Councillors or its offices into disrepute and ensure that comments are neither libellous nor slanderous.
9. Councillors should be aware that case law states that the role of Councillor overrides the rights to act as an individual. This means that Councillors should be careful about expressing individual views to the news media, whether or not they relate to matters of Council business. Councillors also have an obligation to respect Council policy once made, while it may be legitimate for a Councillor to make clear that he or she disagreed with a policy and voted against it (if this took place in an open session), they should not seek to undermine a decision through the news media.
10. Councillors and Officers not experienced with interactions with the press may be surprised when they see that statements made in all innocence look very different in print than they did when they were spoken. It is advantageous to write out statement or position beforehand.
11. A Councillor should not raise matters relating to the conduct or capability of an Officer at meetings held in public or before the press.

12. All news releases and enquiries made on behalf of the Community Council will be authorised by the Clerk to Council only in consultation with the Chairman/Vice Chairman of the Council or the Committee Chair and are therefore never answered immediately and will encompass all formats of media to include the spoken word, telephony, postal and electronic.
13. Councillors and Officers are reminded that all staff, Councillor, resident and contractor personal data is protected in law as outlined by the Data Protection and Privacy Policy. Extreme care must be taken with the contents and distribution of any email or other electronic communication sent to media organisations either directly, or which may be subsequently forwarded without knowledge or consent to media organisations.
14. A data breach to the media that is likely to cause harm to any individual must be declared to the ICO within 72 hours of detection, and is likely to attract enforcement action from the ICO.