



Thornbury Town Council

Press and Media Policy – Adopted 28.01.21

Thornbury Town Council regularly liaise with the local media both to publicise events, consultation and other matters and can be contacted on local issues to provide comments etc.

This policy outlines the process and procedure for contact with the media.

1. In their dealings with press or public, oral or written, Councillors should not represent their personal opinions, as those of the Council.
2. The Clerk should be made aware of any approach by the media to any councillor, and the reason or issue under discussion.
3. Official announcements and statements from the Town Council will normally be made by the Town Clerk or Mayor.
4. Written communications or press releases by members, citing their role as Town Councillor, should be submitted to the Clerk for verification before publication.
5. Interviews with the media made by members, intending to cite their role as Town Councillors, should be submitted to the Clerk before the interview takes place.
6. If a councillor is approached by a member of the Press, and there is no opportunity to inform the office in advance, then the Clerk should be informed as soon as possible thereafter.
7. Particular care should be taken in letters/comments to the Press, to ensure they understand you speak as a 'Town Councillor' and not on behalf of the Council as a whole. Generally, the Clerk on behalf of the Council, issues Press statements.
8. Guidance on members interaction on social media sites, both personal and business is included within the Social Media and Electronic Communications Policy

Policy Adopted: January 2021

Date of Next Review: January 2022