

Review of Media & Publicity Policy and Procedure

RECOMMENDED

- (i) That the existing Media and Publicity Policy and Procedure is retained
- (ii) That the references to Standing Orders are updated to reflect the current edition
- (iii) That the policy and procedures are reviewed in 3 years i.e. 2019 unless legislation or best practice requires an earlier review.

Introduction

1. The current media and publicity policy was approved by the Town Council in June 2013 and, in line with best practice, Council is being asked to consider whether or not any revision is required as 3 years have elapsed since its implementation.
2. Copies of the policy were provided to media organisations at the time it was approved and to Councillors soon after their election.

Background Information

3. The implementation of the current policy has not presented any major difficulties.
4. The media usually contacts the Town Council office or the Mayor if they are researching a story and require information or a quotation. There are no records of requests being made to other individual Councillors. (Undoubtedly there have been requests and statements made by Councillors but these have not been formally reported to the Town Clerk)
5. The Town Council does issue media releases and the following is the annual record

Year	No media releases issued
2013	9
2014	6
2015	8
2016	13

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For further information contact The Town Clerk 01460 52149 or email town.clerk@ilminster.gov.uk