

## **APPENDIX 6**

### **MEDIA POLICY AND PROTOCOL**

#### **1.0 Introduction**

High Peak Borough Council aims to build and maintain a positive reputation and has adopted a proactive approach in dealing with the media.

This document has been written to provide Members and Officers with information on the basic protocol for working with the media as well as clear guidance in their roles and responsibilities. Advice is also given on handling joint media policies and protocols with partner organisations.

This Council has signed up to the national 'Local Government Reputation' campaign that recommends every local authority to implement the recommended core communication actions which will have a significant impact on its reputation and standing. One of these core communication actions is 'effective media management'.

This Media Policy and Protocol document has been compiled as part of High Peak Borough Council's communications strategy 2006 – 2009 which was adopted in October 2006 and sets out the Council's principles for communication.

#### **1.1 Objectives**

- To improve people's understanding of the work of High Peak Borough Council and provide public information;
- To enhance the reputation of High Peak Borough Council by promoting and celebrating the successes and achievements of the Council and its partners;
- To ensure a co-ordinated response from one single point of contact, the communications team;
- To reduce the risk of negative publicity resulting from slow or non-responses to enquiries;
- To defend the Council from unfounded criticism by ensuring the public are properly informed of all the relevant facts; and
- To adhere to the Code of Recommended Practice on Local Authority Publicity.

## **2.0 Who does what – Roles and Responsibilities**

The Council's policy is to deal with all media enquiries centrally through the communications team. This policy aims to ensure that a consistent message is given through the media to the public.

Statements and other material published on behalf of the Council (including on the Council's website) must not be party political and must comply with the 'Rights and Responsibilities' of Members and the Statutory Code of Practice on Publicity (see Appendix 2).

### **2.1 Leader of the Council**

The Leader of the Council holds the portfolio for communication and will oversee the implementation of the Media Policy and Protocol. He or she will be quoted in relation to their portfolio, Council-wide issues or in the absence of an Executive Member.

### **2.2 Executive Members**

All quotes and press releases are approved by, and attributed to, the Executive Member for the relevant portfolio. In the case of Council-wide issues or, in the absence of the Executive Member, then the Leader or Deputy Leader will do this.

Where possible, the communications team will aim to give Executive Members plenty of time to approve quotes and press releases.

If an Executive Member chooses to respond publicly to a letter, feature or comments made in the media they can do so as an Executive Member. However, if their response is 'party political' they must respond as an individual Ward Councillor.

### **2.3 Select Committee Chairmen**

Press releases on behalf of Select Committee may include:

- Their reasons for considering a matter;
- Their findings and recommendations; and
- Majority and minority views.

The communications team will support and issue press releases in relation to the business of Executive and Select Committees.

Chairmen of Committees may be approached by the media, as representatives of the Council, to comment on agenda items on Executive and Select Committee reports.

As a rule, Committee Chairmen can comment on agenda items but should not speculate the outcome or make political comments.

## **2.4 Ward Councillors**

The communications team issues press releases, writes features and arranges media interviews and photocalls in order to promote and inform the public of the corporate work of the Council through the local, regional and national media. The team cannot issue press releases on behalf of individual Ward Councillors.

Ward Councillors are encouraged to keep in regular contact with the local media in order to promote their community leadership role and the positive work they are carrying out in their community.

However, Ward Councillors should be sensitive to the fact that they are perceived to be speaking on behalf of the Council. If they are writing or saying something that is not in accordance with Council policy they should make it clear that this is a party or independent view.

Where Ward Councillors require information for newspaper articles and/or interviews, both the communications team and council officers will provide guidance and information, when requested and where appropriate.

## **2.5 The Corporate Management Team**

The Corporate Management Team will be responsible for endorsing and overseeing the Media Policy and Protocol. They will help lead by example by responding positively and quickly whenever possible to approval of releases, requests for interviews or quotes.

## **2.6 Business Managers**

The Business Managers will be responsible for endorsing and overseeing the Media Policy and Protocol. They will help lead by example by responding positively and quickly whenever possible to approval of releases, requests for interviews or quotes.

## **2.7 Communications Team**

The communications team is responsible for:

- Managing the Council's corporate reputation;
- Managing the day-to-day activities of the Council's press office including the issuing of press releases and statements, co-ordination of media enquiries and arranging radio and television interviews;
- Providing guidelines and rules for staff to follow in the handling of media relations and enquiries;
- Providing guidance and advice to members, where appropriate, on media relations;
- The management of sensitive or seriously contentious issues;

- Giving advice and expertise to all corporate media campaigns;
- Providing advice on any media relations issue;
- Providing a weekly press cuttings service that is included in the information bulletin sent out to all Members and key members of staff; and
- Providing media training where appropriate.

The team consists of:

Michelle Farraday, Communications and Marketing Manager, ext. 2100.  
Margot Seymour, Communications Assistant, ext. 2128 (Tuesdays, Wednesdays and Thursdays).

### **3.0 General Guidelines**

#### **3.1 Keep the communications team informed**

Members of staff are encouraged to think about their own service and how they can achieve effective publicity and to proactively promote good news stories within their team. This relates to possible stories that can be used in press releases, features, radio interviews and photocalls.

Any press enquiries that are received by members of staff should be passed through to the communications team so that they can organise a corporate response. This also applies to the Leader and members of the Executive.

#### **3.2 Timings and submission deadlines**

The majority of local papers that feature the Council's press releases are distributed on Thursday each week (see Appendix 1 and 3 for further details). With this in mind, the communications team, need to have content for press releases **the week before the next edition**. Ideally, this should be on the Tuesday of the preceding week in order to allow the press office ample time to produce the press release, draft quotes and gain approval from the relevant people. The team aims to get all press releases sent out on the Friday of each week.

However, the communications team recognises that it is not always possible to plan ahead for the issuing of some press releases and will remain flexible in their approach in dealing with these matters.

The communications team will regularly carry out meetings with the Corporate Management Team, the Executive, Heads of Service and Business Manager to proactively find out the success stories of individual teams, suitable items for press releases and ideas for news features and photocalls. This will form the basis of a PR Plan that will map out the majority of press work on a 6-monthly basis.

Regional media, trade magazines, local government publications and national media will also be targeted with specific press releases when appropriate.

### **3.3 Equal Opportunities**

When drafting press releases or selecting photographs, all officers should be mindful of the Council's Equal Opportunities Scheme which includes the Equal Opportunities and Diversity Policy.

Publicity should avoid the stereotyping of roles and should demonstrate the Council's commitment to promoting equality and diversity. This applies to services and opportunities to people of either sex, any colour, sexuality, all races and people with disabilities.

Wherever necessary information about services should be communicated in appropriate community languages.

### **3.4 The Legal Framework**

Communication work throughout High Peak Borough Council operates within the terms of a legal framework set out within the Local Government Act 1986 that states that:

“A local authority shall not publish any material which in whole, or in part, appears to be designed to affect public support for a political party.”

The Council also operates within the national Code of Recommended Practice on local authority publicity (Member Rights and Responsibilities, Appendix 2).

This also includes the legislation that relates to the notice of a Parliamentary or local election until election day (Member Rights and Responsibilities, Appendix 4).

## **4.0 Proactive Media**

### **4.1 Press releases**

The purpose of a press release is to make the media aware of a potential story, to provide important public information or to explain the council's position on a particular issue.

High Peak Borough Council aim to release between 3 – 6 press releases and features each week, focusing on quality rather than quantity that hold human interest and a stronger customer focus.

Press releases will be sent to all local media (see appendix 3) as and when they are issued. Additional distribution will be on the request of the individual service or council officer or because of a recommendation from the communications team

All press releases will be posted each week on the Council's website. These releases will be archived on the site for a period of 12 months.

For content and format guidelines, see Appendix 5.

## **4.2 Embargoes**

Embargoed press releases are issued when the communications team don't want the details published before an event. This can be done by simply including the word 'embargo' on the release and the inclusion of the phrase 'Not for publication before xx/xx/xx'. Most journalists will respect this – unless a request is unreasonable.

## **4.3 Press conferences**

Press conferences can be a useful way of managing the media and can be used to announce something major or in the event of a major incident or emergency.

Before deciding on whether to hold a press conference Officers and Members must liaise with the communications team but also consider the following points:

- Officers and Members need to think carefully about what they want to achieve from the conference and who are going to be the key spokespeople on the day;
- Journalists are most interested in the question and answer sessions, not the formal sessions at the start so preparation will be needed in order to answer possible questions that will be asked during the conference. They will almost certainly want one-to-one interviews with spokespeople at the end so again, this will need to be planned for;
- Consideration will need to be given to where the press conference is going to be held – press conferences tend to be reasonably informal so it should not be staged somewhere imposing, i.e. by putting your key spokespeople behind a huge desk or a raised platform; and
- For a press conference that will promote a positive and major news story, Officers will need to make sure they plan well in advance where possible. The communications team will provide support in producing a press pack for journalists which usually includes a press release, a CD-Rom containing images and background information.

## **4.4 Photographs**

A good picture story can have more impact than an article full of text. Officers are asked to consider photo-opportunities at the same time as issuing a press release.

The press office will co-ordinate the issuing of photocalls and will follow these up with a press release or vice-versa. The team can arrange for a photographer to take pictures

when necessary although they do proactively encourage the press to come along or where they are not available, ask Officers to take photos themselves.

As a general rule the Leader or Executive Member should be featured in the photograph.

However, there are exceptions to this rule, which should be observed as follows:

- Going Local photocalls: Area Forum Chairman, Executive Member and any other Ward Councillor who may have contributed to the Going Local project. Where the Area Forum Chairman is not available the Vice-Chair will take the Chairman's place.
- Council Officers and members of the public can also be featured in photocalls, particularly if this is a 'human interest' story or more customer focused.
- When children and young people under 16 years of age are to be featured in photocalls you will need parental consent and a consent form will need to be completed ahead of the photograph being taken. If this is to be taken at a school event, this can be arranged through the Head Teacher. For all other events, Council Officers will be responsible for the completion of these forms. The press office should be contacted to arrange for copies of the forms (see Appendix 6 for an example).

#### **4.5 Mayoral Publicity**

The Mayor is the Borough's Civic Head and is involved in several Civic Functions each year, including the Mayor's Civic Reception, the Civic Service and the Remembrance Services.

The Mayor of High Peak Borough Council can be invited to attend various events in and around the High Peak. Requests can be made in writing, online through the Council's website, or by contacting the call centre to request a form to complete.

The Mayor's Diary is emailed to the local media every week to invite the press to attend these events and to encourage increased publicity for mayoral activities.

Julie Fawkes co-ordinates the Mayor's Diary and can be contacted on ext. 2016.

#### **4.6 Relationships with the Media**

It is always advisable to maintain good relationships with the local media – the communications team and Leader of the Council regularly meet the local Editors to ascertain the kind of stories they are looking for to see how we can work together to gain positive media coverage.

It is important to remember that all journalists work to very tight deadlines and cannot always plan for the coverage they want to include in their publications, radio stations or on television. This often puts pressure on the communications team, Executive Members and Council officers. However as a Council we will do everything possible to respond in a timely fashion and where we cannot get back to them in time, maintain regular contact to keep them informed.

## **5.0 Reactive Media**

### **5.1 Media Enquiries**

The Council's policy is to deal with all media enquiries centrally and to avoid saying 'no comment'. This policy aims to ensure that a corporate message is given through the media to the public that is open, honest and accurate.

The communications team co-ordinate all media contacts and responses. In the absence of the team the Chief Executive's staff will do this.

Co-ordinating media responses centrally means that a consistent message is given to any enquiry, rather than individual officers or members giving varied responses to different journalists.

All quotes and press releases are approved by, and attributed to, the Executive Member for the relevant portfolio. In the case of Council-wide issues or, in the absence of the Executive Member, then the Leader or Deputy Leader will do this. This ensures that the Executive Member for the area of work agrees with the line being taken by the Council, and takes responsibility for any repercussions.

### **5.2 Radio and Television interviews**

The Leader, Deputy Leader or the appropriate Executive Member will deal with items relating to Council policy. In the event that these people are not available, the Chief Executive or the appropriate Strategic Director will deal with the matter.

Opposition Members may wish to be interviewed to comment on Council policy, specific issues affecting their ward and the High Peak. This is seen as a welcome part of the normal democratic process. All Members must ensure that the information they present is factually correct.

Select Committee Chairmen may wish to promote the work being undertaken by their Committee. They will be expected to provide a balanced view of the Committee's discussions and decisions.

Officers are encouraged, in consultation with the Executive Member and the communications team to speak on the radio on matters of public information. This representation should generally be at Strategic Director, Service Head or Manager level. Other officers (e.g. those with



specialist knowledge) may also be interviewed, provided they have authorisation from their Service Head or Line Manager.

The Leader, members of the Executive and Officers should notify the communications team if they are contacted directly to carry out radio or television interviews. However, it is recognised that, on occasion (e.g. at weekends) this may not be practicable. In these circumstances, the communications team should be notified as soon as possible after the event.

### **5.3 Management of negative publicity**

Part of the role of the communications team is to deal with negative publicity and to provide advice to the Corporate Management Team and the Executive on how to respond to this when it happens.

It is important that this is done well and that the following points are adhered to:

- The Corporate Management Team, Service Heads and Business Managers should alert the Communications and Marketing Manager as soon as they identify potentially damaging/negative issues.
- These groups should work with the communications team to prepare an appropriate response. Where possible, this should be done ahead of a story breaking.
- Where the press office thinks there is unfair criticism on the Council or inaccurate reporting of a council issue this will be reported to both Weekly Business Meeting and the weekly Leader's Brief. Discussions with the Communications and Marketing Manager will take place in order to determine the most appropriate form of action e.g. personal contact, personal letter to the Editor, open letter, legal advice etc.
- Where advance notice of difficult issues is available, the Council's response should be considered by the Executive.

### **5.4 Crisis Management**

In the event of a major incident, emergency or break in business continuity, the Communications and Marketing Manager will liaise with the Borough Emergency Planning Liaison Officer regarding the release of information to the media and the public. This will involve liaison with other agencies such as Derbyshire Constabulary, The Ambulance Service, The Fire Service and other local authorities.

### **6.0 Publicity Protocol for Partnership Working**

High Peak Borough Council works in partnership with various organisations to help achieve the aims of the Council and to provide services. A protocol has been developed to allow work to progress without delay, but ensure partners are aware of

publicity for initiatives, and have the opportunity to comment (see Appendix 7 for a full copy of this protocol).

## 7.0 Monitoring and Evaluation (Performance Indicators and Targets)

There are 3 performance indicators that sit within the communications team that relate to press work. Targets have been set for the next 3 years with incremental targets in most of the performance indicators each year.

<b>SP17 – Press releases</b>	<b>06/07</b>	<b>07/08</b>
A – the number produced	240	250
B – the % that get printed in the local newspapers	98%	98%

<b>SP22 – The % of A) positive, B) neutral, and C) negative coverage of Council activities in the local media.</b>	<b>06/07</b>	<b>07/08</b>
A – The % of A) positive	50%	55%
B – The % of B) neutral	40%	35%
C – The % of C) negative	10%	10%

Each week the team monitors the press coverage in the following papers:

- Glossop Chronicle;
- Glossop Advertiser;
- Buxton Advertiser;
- High Peak Courier; and
- Buxton Times.

Positive, neutral and negative coverage that relates to this Council is marked and recorded. These clippings are then included in the weekly information bulletin and is sent out to all Members and key members of staff each week.

The communications team keeps a record of all press releases and press enquiries that are issued to the media.

## 7.1 High Peak Community Housing

The communications team has a Service Level Agreement with High Peak Community Housing in the provision of a press clipping service for local media and analysis of coverage.

## **Appendix 1– List of Media Contacts (Frequent Contacts)**

### **Buxton Advertiser/Times & High Peak Courier** (John Philips)

10 Scarsdale Place  
Buxton  
Derbyshire SK17 6EG  
Tel: 01298 767080 (Emma 767085)  
Fax: 01298 70411  
Email: news@buxtonadvertiser.co.uk

### **Glossop Chronicle** (David Jones)

18 High Street West  
Glossop  
Derbyshire SK13  
Tel: 01457 865 474  
Fax: 01457 866690  
Email: david.jones3@btconnect.com

### **Glossop Advertiser** (Dave Porter)

35-37 Booth Street  
Ashton-under-Lyne  
OL6 7LB  
Tel: 0161 339 7611  
Fax: 0161 343 2997  
Email: tamesideadvertiser@gmwn.co.uk,  
tom.rowley@gmwn.co.uk

### **The Review** (Editor – James Middleton)

1<sup>st</sup> Floor Offices  
1-3 Hall Street  
New Mills  
High Peak SK22 3BR  
Tel: 01663 749 494  
Fax: 01663 749 970  
Email: i.smith@ukgateway.net

### **Derbyshire Times**

37 Station Road  
Chesterfield S41 7XD  
Tel: 01246 504 500  
Fax: 01246 504 580  
editorial@derbyshiretimes.co.uk

### **Peak Advertiser**

10 Portland Square  
Bakewell  
Tel: 01629 812159  
Email: peakadvertiser1@btconnect.com  
(COVERS – EDALE, HOPE)

### **Manchester Evening News**

164 Deansgate  
Manchester M60 2RD  
Tel: 0161 832 7200  
Fax: 0161 834 3814  
Email: newsdesk@men-news.co.uk  
brian.lashley@men-news.co.uk

### **Local Government Chronicle**

Tel: 020 7347 1837  
lgcnews@emap.com

### **Municipal Journal**

Phone: 020 7973 6400  
Fax: 020 7233 5051  
mjnews@hgluk.com

### **BBC Radio Derby**

56 St Helens Street  
Derby  
Derbyshire  
DE1 3HY  
Tel: 01332 361 303  
Fax: 01332 290 794  
radio.derby@bbc.co.uk  
matthew.barlow@bbc.co.uk

### **High Peak Radio**

Smithbrook Close  
Chapel-en-le-Frith  
High Peak  
Tel: 01298 813144  
Fax: 01298 81388  
studio@highpeakradio.co.uk

**Appendix 2 – Members ‘Rights and Responsibilities’: Statutory Code of Practice on Publicity**

**MEDIA RELATIONS AND PUBLISHED MATERIAL**

<b>Convention</b>	<b>Members</b>	<b>Officers</b>
<p>10.1 Statements and other material published on behalf of the Council (including the Council’s website) must not be party political and must comply with the Statutory Code of Practice on Publicity.</p>	<p>Members are the Council’s principal spokespersons on policy. As individuals, they may make party political comment, but the Council may not publish such comment.</p>	<p>Officers may publish factual, professional and technical comment. Reports, presentations and publications must be professionally objective in language, content and tone. Strategic Directors, Service Heads and Business Managers must ensure that officers who publish statements and material are competent for the role and understand the requirements of these Conventions.</p>
<p>10.2 News releases on behalf of the Council may only be issued through the Corporate Team. Official statements to the media should only be made after consultation with the Communications Officer.</p>	<p>The Protocol for Radio interviews must be observed together with any other guidance that may be issued on dealing with the media.</p> <p>Members must always make it clear when they are speaking as individual councilors and not on behalf of the Council.</p>	<p>The Communications Officer is responsible for promoting and protecting the Council’s overall interests in relation to the media.</p> <p>Strategic Directors, Service Heads and Business Managers are responsible for informing relevant members when a media statement is proposed.</p> <p>The protocol for High Peak Radio must be observed.</p>

<b>Convention</b>	<b>Members</b>	<b>Officers</b>
<p>10.3 The Corporate Team will support and issue news releases in relation to the business of the Executive and Committees. In this it will be guided:</p> <ul style="list-style-type: none"> <li>• By the relevant portfolio holder on Executive matters; and</li> <li>• By the Chairmen in relation to Committee matters.</li> </ul>	<p>News releases on behalf of a Select Committee may include:</p> <ul style="list-style-type: none"> <li>• Their reasons for considering a matter;</li> <li>• Their finding and recommendations; and</li> <li>• Majority and minority views.</li> </ul>	



### Appendix 3 – Distribution Details of Local Media

	<b>Press Release Deadline</b>	<b>Letters to Editors</b>	<b>Weekly Distribution</b>
Glossop Chronicle	Tuesday – 4pm		Thursday
Buxton Advertiser	Tuesday – 4pm	Monday 10am	Thursday
Glossop Advertiser	Tuesday – 2pm		Wednesday
High Peak Courier	Wednesday – 4pm	N/A	Thursday
Buxton Times	Wednesday – 4pm	N/A	Thursday
High Peak Radio FM	Daily	N/A	Daily
Manchester Evening News	Daily		Daily
Derbyshire Times	Tuesday – 4pm		Thursdays
BBC Radio Derby	Daily		Daily

**Appendix 4 – Members ‘Rights and Responsibilities’: Statutory Code of Practice on Publicity**

**ELECTION PERIOD**

<b>Convention</b>	<b>Members</b>	<b>Officers</b>
<p>11.1 From the notice of a Parliamentary or local election until election day:</p> <ul style="list-style-type: none"> <li>• Nothing should be published (including on the Council’s website) on a politically controversial issue or which identifies views or policies with those of individual members or Political groups;</li> <li>• In parliamentary elections, nothing should be published which mentions or includes a picture of any prospective candidate;</li> <li>• Any publicity should be strictly objective, concentrating on facts or explanations;</li> </ul> <p>During this period no Council newspaper should be published.</p> <p>Prospective Parliamentary candidates (including current MPs) should be treated equally.</p>	<p>Members and officers should take particular care to keep officers distant from party political matters.</p> <p>Members requesting information should make their “need to know” clear and the “need to know” principle should be strictly observed.</p>	<p>Subject to this Convention, publicity is permitted of a member speaking on behalf of the Council about an approved policy.</p> <p>External comments should be on a strictly factual or professional matters. Care should be taken to avoid being misquoted or inadvertently associated with a particular candidate or political perspective.</p> <p>Officers should avoid even the appearance of political bias.</p>





## **Appendix 5 – Content and Format Guidelines for Producing Press Releases**

### **Content**

- They should be written in plain English with clear and concise sentences. Avoid the use of jargon, particularly council and legal jargon, acronyms and phrases;
- Press releases should contain the basic facts of the story (Who, What, Where, When, Why and How);
- The headline and opening paragraph should explain the story and set out the main facts. Remember, the journalist may only read this far.
- It's always a good idea to put in any interesting angle at the start – especially if this concerns an anniversary, breakthrough, prize etc. The interest should be based in fact, not exaggerated.
- The second paragraph expands on the first with added evidence and the third paragraph usually contains a quote from the relevant Executive Member or key spokesperson;
- The final paragraph should give contact details, where to find further information etc; and
- If there is a visual opportunity, describe what is available to be photographed (e.g. Councillor presenting huge cheque, Executive Members, officers present etc).

### **Format**

- Press releases should be 1 – 2 sides of A4 (shorter the better);
- It should be clear that it is a press release, not a letter or statement;
- Paragraphs should be no more than two-three short sentences;
- Maps, graphs, photographs and illustrations can be added to the release;
- Details of any event, publication etc, must be clear; and
- Contact details must be given to allow journalists to follow up the story. The contact details of the press office are included in every Council press release.

## Appendix 5 continued ...

### **Further tips for writing a press release**

Make sure the information is newsworthy. Think about what makes a strong story – human interest, novelty, current, conflict and controversy, good local angle and good images.

Tell the audience that the information is intended for them and why they should continue to read it.

Ask yourself, "How are people going to relate to this and will they be able to connect with what we are telling them about?"

Avoid excessive use of adjectives and flowery language.

Deal with the facts.

Make sure you wait until you have something with enough substance to issue a release.

Make it as easy as possible for journalists to do their jobs.

## Appendix 6 – Photographic Consent Form of Children (under 16 years old)



### CONSENT FORM FOR PHOTOGRAPHS OF CHILDREN

To Name of parent or guardian: \_\_\_\_\_

or Headteacher: \_\_\_\_\_

Name of child (if applicable): \_\_\_\_\_

School address: \_\_\_\_\_

Parental address: \_\_\_\_\_

High Peak Borough Council would like to take photographs of your child at a Council organised event/your child's school (delete as appropriate). These photographs may appear in newspapers, our printed publications, on our web site, or all of the above.

**Note to parents:** Before taking any photographs of your child, we need your permission. Please answer questions 1 and 2 below, then sign and date the form where shown. **Please return the completed form to a Council officer attending the event or send to the address at the bottom of this form.**

**Note to headteachers:** If group photographs are organised and individual children cannot be easily identified, headteachers must find out whether any parents do not want their child to be in the photograph. In this instance we ask the headteacher to answer declaration 3 below and sign the consent form. **Headteachers should return the completed form to the address shown below.**

#### To the parent

*Please circle*

1. May we use your child's photograph in printed publications produced by High Peak Borough Council? **Yes / No**
2. May we use your child's photograph on our web site? **Yes / No**
3. May we use your child's photograph in newspapers. **Yes / No**

#### To the headteacher

3. Have you established, in writing, which parents are happy for their children to take part in photographs for use in newspapers, High Peak Borough Council's printed publications or on its web site (or all of the above). **Yes / No**

*Please note that web sites can be viewed throughout the world, not just in the United Kingdom where UK law applies.*

*This form is valid for four years from the date of signing. The Council will seek renewed consent if the photograph(s) are to be re-used after that time.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return this form to:** Michelle Farraday, Communications and Marketing Manager, High Peak Borough Council, Hayfield Road, Chapel-en-le-Frith, High Peak, SK23 0QJ. Tel: 0845 129 77 77 ext. 2100, Email: michellef@highpeak.gov.uk

## Appendix 7 - Publicity Protocol for Partnership Working

The contact within the Council for work with the partnership should ensure that this protocol is discussed at the partnership, taken back for approval by each partner, as appropriate, and adopted as a working method. If appropriate, other areas of work can be added. Variations to the protocol must be discussed with the communications team before it is adopted by the partnership.

The partners agree that:

- Publicity for each partnership project will be overseen by the organisation leading or co-ordinating that initiative.
- The leading or co-ordinating partner to draw up a timetable for publicity for the initiative to be communicated to the partners at partnership meetings, or by e-mail or fax if deadlines cannot wait for the next meeting.
- The leading or co-ordinating partner to provide the main spokesperson to be quoted in press releases and interviewed by print and broadcast media interviews. Other major partners to be invited to contribute quote for press releases (wherever possible this should be kept to a maximum of three quotes).
- All partners to be issued with a draft of the publicity or promotional material with comments invited by a deadline. If comments are not received by the deadline the co-ordinating body to assume that it is OK to go ahead. Partners need to be aware that, due to media deadlines, notice may be short – but wherever possible at least 24 hours notice should be given for comments. Bearing this in mind, information should be e-mailed or faxed wherever possible.
- All press releases to include a section at the end titled 'Note to News Editors' with the following wording, or similar: "The ..... Partnership exists to ..... Its main activities are ..... The Partners are (list of partners). For further information on the Partnership's work visit www..... or call ....."
- Media coverage of initiatives to be collated and record kept by leading or co-ordinating partner for use in evaluation.
- If the partner leading the initiative does not have the resources to carry out the above activities, another partner should be nominated to provide support.