



PRESS STRATEGY FOR THE TOWN COUNCIL

1. OBJECTIVE

The objective of our press strategy is to increase the perception amongst the local public of Godalming Town Council as a proactive, effective organisation that represents the interests of the local population.

2. PROVIDING INFORMATION

At each committee call-over, the chairman and Town Clerk will identify those items that they consider likely to be of interest to the press and will draft a separate press release about each one. Immediately following the committee meeting, where appropriate the draft press release will be amended if necessary and sent to the local press the following Monday before 12 noon.

3. RESPONDING

The Town Council has informed the local press that, if they are publishing anything about the Council originating from another source, the Town Clerk would expect to be contacted and given the opportunity to make a statement. If the Town Council is not contacted, there should be a letter of complaint (not for publication) sent to the Editor and a letter making the Council's comment sent for publication, to appear in the next issue.

4. CORPORATE RESPONSIBILITY

Where there is any press comment or any letters published in the local press that may merit a response from the Council, it will be the responsibility of the chairman of the relevant committee, in consultation with the Town Clerk, to produce a response. The chairmen and Town Clerk, or other specifically delegated Councillors, are the only individuals who should act as a spokesperson for the Council. Councillors are, of course, free to express opinions to the media provided they make it clear the capacity in which they are speaking or writing.

If press comment or a published letter constitutes a comment or attack on an individual councillor, that councillor has the right to respond, although the individual is always encouraged to seek advice from the Town Clerk or relevant committee chairman.