



# Press & Media Policy

updated June 2020



Kennington Youth Club recognises that staff, committee, trustees, helpers, young leaders, and young people have greater access to social media than ever before, and also of the positive effects of a good news story, however, this has to be balanced with the unsavoury slant that can come from misinterpretation of the facts or written word.

The purpose of this policy is to define the roles and responsibilities within the club for working with the press and media and dealings with the day to day relationship between the club and media.

This policy does not aim to curb freedom of speech, nor to enforce strict rules and regulations. Rather, to establish a framework for achieving an effective working relationship between all parties, whether internally or externally.

## Aims

The club is accountable to its members and community for its actions and this can only be achieved through effective two-way communications. The media – press, radio, TV, internet – are crucially important in sharing our work. It is imperative that we maintain positive, constructive media relations in order to increase public awareness of our provision and support our ongoing work.

To balance this, the club will defend itself from any unfounded criticism and will ensure that any relevant facts are properly relayed to our supporters using other channels of communication if necessary.

## Legal

1. Any publicity describing the clubs policies, aims, and provision of services should be as objective as possible, concentrating on facts or explanation or both.
2. Publicity touching on issues that are controversial, or in which there are arguments for and against the views of policies of the club should be handled with particular care. Issues must be presented clearly, fairly, and as simply as possible, although the club should not oversimplify facts, issues or arguments.
3. Publicity should not attack, nor appear to undermine, generally accepted moral standards.
4. The club should not aim to mount publicity campaigns whose primary purpose is to persuade the public to hold a particular view on a question of policy, however, they may at times share/publish articles related to youth work to better inform our members and supporters of current practice.
5. All team members should always have due regards for the long-term reputation of the club in all their dealings with the media.
6. Confidential documents should not be leaked to the media. If such a leak does occur, an investigation will take place to establish who was responsible and take appropriate action.
7. Where the media wish to discuss an issue that is, or is likely to be subject to legal proceedings, then advice shall be taken from the club's solicitor before any response is made.

## Contact with the Media

1. When responding to approaches from the media, the Chair should be the authorised contact with the media in consultation with the Youth Leader. However, if the subject of an enquiry relates to the work of the committee, the Chair may delegate the authorised contact role to the Chair of Trustees.



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2. Statements made must reflect the club's opinion.
3. Other team members can talk to the media but must ensure that it is clear that the opinions given were their own and not necessarily those of the club.
4. Caution should be exercised when submitting letters to the editor for publication in newspapers. There are occasions when it is appropriate for the club to submit a letter, for example to explain important policies or to correct factual errors in letters submitted by other correspondents. However, such letters should be kept brief and balanced in tone and correspondence should not be drawn out over several weeks.
5. Letters representing the views of the club should only be issued by the Secretary following agreement by the Chair or Trustees. If individual Members choose to send letters to express their own opinions on club policies, they are strongly advised to check their facts first with the Chair or Secretary. It should always be made absolutely clear whether the views put forward are those of the club or of an individual Member.
6. At all times consideration should be given as to how the correspondence may affect the reputation of the club.

## **Attendance of Media at Committee meetings**

There is no expectation that the media be present at any club meetings. If a request to attend any meeting is received from the media, this is to be forwarded immediately to the Chair for their response, which they may request the Secretary to send on their behalf.

Under no circumstances should the media be invited to attend committee meetings unless there is a cause for this (i.e.: positive publicity will result). It is up to the Secretary under the authorisation of the Chair or Trustees to establish contact.

## **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 club's position on a particular issue. It is the responsibility of all team members to look for opportunities where the issuing of a press release may be beneficial.

Any team member may draft a press release, however they must all be issued by the Youth Leader or Secretary following agreement by the Chair or Trustees in order to ensure that the principles outlined in this policy are adhered to, that there is consistency of style across the club, and that the use of the press release can be monitored.

## **Notices**

The club website and village newsletter, Kennington Chronicle, will be used to convey information on matters of interest and latest news and will be updated regularly.

## **Social Media**

With the rise in the use of social media such as Facebook and Twitter, team members need to be fully aware of the implications of using these products. All social media should only be used to present factual information about the club or its decisions, where the person posting the information is identified as being associated with the club.

The club has a Facebook account and this should be used when they are replying to, or commenting on, any issue relating to the club.



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Passwords will be provided as appropriate to necessary members of the team. Such passwords should be kept confidential, particularly where a computer, or other device, is used by more than one person in a household.

## Urgent Situations

In the case of an urgent letter or press release being required, this may be issued by the Secretary with the agreement of the Chair or a Trustee. If this is for a proposed meeting, a draft version should be sent to all committee members to comment on with a strict deadline for replies.

### Signed on behalf of the Management Committee:

Name..... Chairperson

Signature.....

Date.....

Name..... Youth Leader

Signature.....

Date.....

(This policy will be reviewed annually)

Document version history			Author: Roy Peach, Youth Leader
Version	Date	Amendments	By whom
2	11/05/2020	Minor spelling and grammatical errors corrected.	Roy Peach, Youth Leader