

MEDIA RELATIONS POLICY

Rationale

It is important that HWERY develops a sound relationship with local media to:

- Publicise its role & work and develop its identity within its catchment area
- Be accountable to its stakeholders by demonstrating the work it undertakes on their behalf
- Elicit information & views from stakeholders to inform its work
- Enhance its reputation as a trustworthy, hard working public body

Aim

This policy aims to ensure that HWER's relations with the media are positive, constructive, deliver consistent messages and enhance its reputation.

Media Profile - Routine Publicity

The Delivery Manager will issue regular media releases on any activities that demonstrate HWER's fulfilling its commitment to involving service users and the general public in securing improvements to health & social care.

The subject for any release will be agreed with the Chairman and drafts will be e-mailed to Board members before release to the media.

Board Meetings - Routine Publicity

Media releases will be issued a week prior to each Board meeting, notifying:-

- the meeting's location, date & time
- HWERY's role
- any agenda items of particular note
- inviting public attendance and the facility to raise questions

Particular emphasis will be given to media local to the area in which the meeting is held.

HWERY posters with details of the meeting and a copy of the agenda will be sent to the meeting venue with a request that they are displayed prominently on notice boards a week prior to the meeting.

Public buildings in the locality of the meeting will be asked to display meeting notices, with a request that they are displayed prominently to publicise the meeting.

The HWERY display will be at the venue prior to the meeting, clearly pointing to where the meeting is being held.

HWERY Media Spokesman

The contact point for any media enquiry is the HWER office.

The Chairman is the recognised spokesman for HWER and will, in the normal course of events, undertake any media interviews.

Another Board member or member of staff may be nominated to undertake the interview, if more appropriate, because of their particular knowledge, experience or availability.

No media contacts will take place outside this framework, unless specifically authorised by the Board or, in cases of urgency, by the Chairman.

Any individual Board members, volunteers, or staff, who are approached for comment or interview by the media, will refer them to the HWER office.

The Chairman's personal contact information, or that of a nominated alternative spokesman is never to be released to media representatives.

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