Shropshire Council

Draft protocol for media work

March 2010

Introduction

This protocol sets out procedures for Shropshire Council's media work. It applies to all members and staff who come into contact with the media.

Without a clearly-established and agreed protocol for the way in which the council works proactively and reactively with the media there is a significant risk of:

negative publicity – resulting from slow or non responses to enquiries;

 lost opportunity for good news stories – resulting from a lack of media releases and other proactive work;

 lack of understanding about the council's role and work – resulting from poorly briefed journalists;

• no perception within the media of the council as a single organisation – resulting from 'departmental' views of services and issues;

 disillusioned staff – resulting from negative stories appearing in the media before they have been briefed:

 concerns among staff about comments they have made to the press – as a result of wellintentioned but poorly-prepared reactions to difficult media enquiries.

If you need any help with following the protocol, or if you need a copy of the national Code of Recommended Practice on Local Authority Publicity, please contact the Communications team on 01743 252826,or look at the staff intranet: http://notes2/intranet/communications.nsf

Why is media work important?

It is vital to the reputation and morale of the council that we all work to promote the diverse, high-quality and innovative work that goes on in the council every day. We also need to admit when things go wrong, apologise and be honest about areas that need improvement.

As a publicly-accountable organisation, the council has a responsibility to communicate with its many audiences about its work. This aids access to services, decision making and effective partnership working and it can help maintain high levels of resident satisfaction with the council.

Principles

It is the policy of Shropshire Council to be open, honest and accurate in dealing with the media and, provided that these criteria are met, to respond to enquiries within reporters' deadlines when possible.

The council is committed to ensuring its residents are well informed about council services, how it spends its money, the reasons for its decisions and the role they can play in shaping its future.

The local and national media have the potential to reach large numbers of residents and the council welcomes the accountability that this inevitably brings. It recognises the role the media can play as *a two-way* conduit for sharing and demonstrating the council's vision and values, highlighting its role as a community leader.

Shropshire Council will use the media as a key method of communicating with its stakeholders. It will develop and maintain a positive working relationship with the media and will take a positive approach to meeting media requests for quotes, interviews and information.

Through our communications, we put across an image of the council as well as ourselves. It is therefore important to think about the image that each of us portrays, bearing in mind the council's vision and values and its commitment to open and honest communications.

Managers, communications staff and members should build good working relations with media representatives. The better the relationships with journalists, the more likely it is that the council can get its message across.

General Protocols for dealing with the media

- Be consistent (i.e. don't give mixed messages or messages that could lead to confusion)
- · Produce information within deadlines, where possible
- Make sure that everyone has equal access to information
- Other than in very exceptional circumstances, do not respond to media enquiries with a "no comment".

Press Releases

When do we write press releases?

n.b. This guidance covers all press releases issued by the council; members' own press releases are not covered in this protocol

When we wish to inform the media of:

- · a decision that has been made by the council
- a change or disruption to council services
- a "good news" story
- a consultation
- certain types of event
- a clarification following an enquiry by the media
- a new or altered service
- disruptions to services caused by a third party
- the council's views on items outside the council's direct area of responsibility but which affects the community

Writing a Press Release

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All media releases and statements refer to Shropshire Council, reinforcing our aim to act, and be seen, as a single entity.

1) The lead officer (or a communications officer on his or her behalf) drafts a press release and forwards it to the appropriate member (and the lead officer, if appropriate) for approval. Comments or amendments received before the deadline will be incorporated. Partners are consulted, if necessary. Any information that will provide background to clarify the press release is added in the "notes to editors" section at the end of the press release, as well as the contact details of the relevant communications officer. If the press release is to be embargoed, this, and the time of the lifting of the embargo, is made clear at the top of the press release.

Only the communications officer's name and number will be provided as a contact, to ensure that all follow-up enquiries are handled and recorded by the communications team.

- 2) The lead officer or communications officer makes any necessary amendments and the press release is formatted and issued to the media by the communications officer. The press release is then forwarded to staff involved in the project, the communications team and all councillors.
- 3) The communications officer arranges for the press release to be posted on the council's website.
- 4) The communications assistant files it.

Information required for a press release

Staff are requested to either draft a comprehensive press release and send it to the relevant communications officer for amendment/approval or complete the Press Release/Notice Pro Forma and send it to the relevant communication officer.

Staff who delegate the writing of press releases to communications officers are required to provide information about:

- What, when, where, why, how, who. The date of an event or happening is important, especially when the press release concerns court proceedings. To ensure this is done accurately the Press Release Pro Forma must be completed by the officer requesting the press release.
- Preferred timing of issue when do we want the article to appear? For example, is it to publicise an event, or the outcome of a meeting?
- The name of the spokesperson

General rules for press releases

- All press releases are written in the council's style (see Written Style Guide)
- Staff and members produce and comment on quotations by a specified deadline; failure to do so means that they might not be quoted, or in a necessary emergency might have a

- quotation written by a member of staff and attributed to them, in order to protect the council's reputation.
- Political groups and independent members may issue their own press releases, but they
 may not use council staff, time or equipment to do so.

Quoting staff and members in press releases

The council cannot guarantee the use of quotations in any information subsequently used by the media but it will do all it can to make sure that, in appropriate cases, quotations appear in press releases or responses provided *to* the media.

In exceptional circumstances, where issues of a very sensitive nature are concerned, quotations by local portfolio holders, members, LJC chairmen and Scrutiny Committee chairmen will not be sought. This is so that the public interest can be protected. These exceptions are at the discretion of the chief executive and the leader of the council. The chief executive and leader of the council are also the final editors of press releases. This is normally delegated to the Communications Manager who may, where necessary, alter quotations and text without referral to members or other staff.

Staff from the communications team are not quoted in press releases, although they can be quoted in media notices and statements.

Wherever possible, quotations should not be attributed to "a spokesperson"

Subject to the above,

- The portfolio holder is always given the opportunity to quote. Normally a quotation will be drafted for them; in the case of very local issues, they will be asked if they wish to provide a quotation. Approval of suggested quotations and portfolio holders' own quotations must be provided by the deadline specified by the communications officer drafting the press release.
- The **local LJC** chair is quoted in any press releases concerning his or her LJC. The press release, including any quotations, is drafted by staff from the communications team and forwarded to the chair for them to approve their quote within the specified timescale.
- Local members may provide quotes for all press releases referring to a specific division (not LJC). In all instances, local members are forwarded the draft press release and invited to provide a quote within a specified timescale. Quotes will not be prepared for local members by lead officers or the communications team. Quotes received will be included in the final press release in the order in which they are received by the communications officer.
- The scrutiny committee chair is quoted in any press releases concerning his or her scrutiny committee. The press release, including any quotations, is drafted by staff from the communications team and forwarded to the chair for them to approve their quote within the specified timescale.

- The **lead officer is** quoted. The quotation is drafted by the author of the press release and approved by the lead officer within the specified timescale.
- Member Champions are only quoted when requested by the lead officer.
- Where an event, project or initiative is wider than a single division, or is countywide, only the portfolio holder will be quoted.

The communications team is happy to provide guidance or assistance for individual circumstances.

Media information that does not require a member quotation:

- Media notices, issued at short notice. They cover, for example, emergency roadworks, etc.
- Information notices. These cover, for example, an ordinary event run by or with the council, a (non-controversial) change in opening hours; a (non-controversial) road closure notice; an alert to specific agenda items at upcoming meetings.

It is at the discretion of the Communications Manager whether information is issued as a press release, a press statement, a media notice or an information notice.

Timescales - Press release email alerts

As a council we have to respond to all nature of media enquiries within the given timescale presented to us by the media. Where possible it is important to plan media activity. However this is not always possible which means that sometimes the media need a response in extremely tight timescales.

To be able to easily notify staff and members about the priority of the media response needed, an alert method has been agreed. The title of the email enquiry will start with the prefix below, followed by the media release title; this will indicate the speed and nature of response required:

PR Urgent (followed by media release title)

This requires an immediate response, within 1 hour, if possible.

PR Same day (followed by media release title)

This requires a response to be made before 4.00pm on the date of email or earlier.

PR (insert date that response is required by) i.e. PR Fri 15 Oct (followed by media release title)

This response is required by 4.00pm on the stated day or earlier.

Press Releases about Court Proceedings

Reporting of court proceedings is covered by the Contempt of Court Act (1981)

To ensure that press releases concerning court proceedings do not expose the council to legal challenge, the following rules are followed:

- Communications officers will attend court at the request of a director
- Staff inform communications officers of court proceedings in advance; and of any outcome immediately
- Publication of court proceedings must be accurate in order to retain privilege, which is the council's right to report on court proceedings without legal challenge
- Press releases are issued within two days of the court proceedings, including the date of the proceedings. The later the publication of information, the more likely the council is to lose privilege
- Evidence submitted but not read out in court is not referred to (see Appendix A)
- Any press release concerning an appeal that has been lodged may only give the name of the defendant, the conviction and the fact that the appeal has been lodged. Press releases concerning appeals are sent to the Assistant Chief Executive, Legal and Democratic Services for approval before they are issued

Partnership Press Releases

Officers who become aware of the need to issue press releases concerning the council's work with a partner inform their communications officer in good time so that clearance can be obtained from the partner/s. The council will encourage publicity of its work through partnerships to encourage understanding of this work.

Use of photographs and film

Where a press release relates to a subject or initiative that should be photographed, the press release will state that there is a 'photo opportunity'. If there is a quality electronic image it will be emailed with the press release.

Where a photo call is arranged, the appropriate Cabinet member, local member/s and committee and LJC chairs will be invited to attend if they are able.

The communications team develops and maintains (subject to available resources) an up-to-date collection of staff and member photographs to be supplied to the media on request.

Filming of the council's looked-after children can only be undertaken with the permission of the Corporate Director of Children and Young People's Services.

Filming of adults on council premises should only be done with their permission – this includes council employees.

See Appendix D for draft photo consent form.

Press Releases Communicating Council Decisions

All public agendas, reports and minutes are issued to the media at the same time as they are issued to councillors. They are also available on the council's website.

Confidential and exempt reports do not go to the media, unless agreed otherwise by the communications team manager, the head of performance and communications, or the chief executive and relevant corporate director.

Press releases concerning council decisions or recommendations must be approved by the chair of the relevant committee. They must reflect council policy only. The author of the press release must inform the chair if a press release is planned, and seek approval of any quotations attributed to him or her.

Distribution

Communications officers will issue all council media releases.

Unless tailored for a specific publication, or relating to a small geographic area, press releases will be emailed to:

- All local and regional newspapers
- Local and regional broadcast media
- Local and regional news agencies (where appropriate)

If the lead officer or portfolio holder or communications officer considers it appropriate, they are also emailed to:

- National newspapers
- Professional or trade journals (specialist press might need an amended press release)

All press releases, press statements, media notices and media information are copied, in the same email, to the appropriate distribution list of staff and members.

All press releases, press statements, media notices and media information are posted on the council's website by the communications officer as soon as possible following issue.

Planning

The council keeps a high-level media plan which lists all anticipated events which will be of particular interest to the media. It includes events or projects of a controversial as well as a non-controversial nature to identify potential concerns and opportunities.

Lead officers keep their directorate communications officers informed of these events and projects so that they can be added to the high-level plan and individual media plans can be drawn up to deal with the media before, during and after the event. Media plans are drawn up by the relevant communications officer and signed off by the lead officer.

In the case of unanticipated events which might be of particular interest to the media, the lead officer informs the communications officer as soon as possible so that plans can be put in place.

Media briefings

The use of media briefings is encouraged where issues are likely to be complex and controversial, but on a local scale. A member of the communications team will always be present to advise corporate directors, together with the appropriate officers/councillors. Briefings will be offered to all the local media contacts.

Visiting media

Whenever a journalist or photographer is on council premises he or she will be escorted by a communications officer.

Media conferences

Media conferences will be used when an issue is likely to generate significant media interest. Conferences allow us to deal with considerable numbers of media enquiries in an efficient way. These events need to comply with the national Code of Practice (Local Government) Act 1986 and should be confined to council policy issues. They must clearly not be viewed and used as political platforms. See Appendix B.

Organising a media conference

Staff who become aware that a media conference might be necessary should contact the Communications Manager who will plan the event in collaboration with the chief executive and the appropriate director.

Dealing with enquiries

Rules for dealing with media enquiries:

- Where an enquiry needs justification or explanation of policy, scrutiny or local joint committee business, it is directed to the appropriate senior manager, in liaison with the Portfolio Holder or committee/LJC chair.
- All media enquiries, except Freedom of Information requests relating to specific service areas, are directed to the communications team or relevant communications officer.
- Due to deadlines associated with reactive media work, it is necessary on occasion to issue a media notice that does not quote the portfolio holder or officer. This is authorised by the chief executive, director, head of performance and communications or communications manager.

Letters to the editor

Letters appear from time to time in local newspapers regarding Shropshire Council services and decisions. Unless there is an overriding need to correct a major inaccuracy, the council does not generally make a public response to such letters to avoid unnecessarily prolonging debate.

Training

Any councillor or member of staff likely to be involved on a regular basis with the media will undergo media training. If a situation arises where a councillor or a member of staff without C:\DOCUME~1\CC106929\LOCALS~1\Temp\notesAF924C\Media Protocol Final draft 24-3-2010.doc

training needs to be interviewed, he or she seeks advice from a communications officer. In these situations, if being interviewed by the broadcast media, staff and councillors request in the first instance that the interview is recorded rather than broadcast live.

Civic matters

Communications officers liaise with the Members Secretary and Communications Manager and the Chairman of the Council where appropriate, and issue information or respond to enquiries, particularly regarding the activities of the Chairman and Vice-Chairman of the Council, as appropriate.

The Assistant Clerk to Lieutenancy handles Lieutenancy work. The communications team may help send information to the media.

Schools

Schools and colleges are not bound by this media protocol, although they may use parts of it if appropriate. They are free to develop their own relationships with the media. In unusual, sensitive or potentially controversial situations, schools are encouraged to work with the council or to seek the council's advice and support.

Monitoring media coverage

The communications team will monitor and evaluate the coverage the council receives in the local media and local government media, and where possible in the national media.

Breaches of the protocol

Breaches of this protocol may be damaging to the council's reputation.

Members of staff who breach this protocol could be subject to disciplinary action. If councillors try to encourage a breach or insist this protocol is ignored, it is the responsibility of the officer to bring this to the attention of the Assistant Chief Executive, Legal and Democratic Services (or in their absence a senior member of staff) as soon as possible recognising that acting in this way could lead to referral to the Standards Committee.

Reviewing the media protocol

The communications team will monitor the effectiveness of this media protocol in association with the Chief Executive and directors. The protocol will be reviewed annually.

Appendix A - Court Proceedings

Information in the release should be restricted only to information read out in open court. Submitted evidence not read out in open court should not be referred to. In many cases and to be safe, information should be restricted to the following inclusive list:

- Details of the court
- Name of the defendant
 Where the defendant is under-age, or it is in a juvenile court, or where a decision of the court has been made NOT to identify the defendant, these should not be used
- Age of the defendant
- Address of the defendant (excluding house number)
- Details of the charges
- Details of the defendant's plea (i.e. guilty/not guilty or admitted/denied)
- Details of the outcome or sentence
- Details of costs
- Information in the release should be based on fact only and any evidence submitted should be referred to as allegations. Evidence withdrawn or not offered should not be referred to.

Appendix B – The Law

There are laws that govern the way the council communicates. Principal among these is the Local Government Act 1988 Code of Recommended Practice on Local Authority Publicity, which local authorities "shall have regard to" when coming to "any decision on publicity".

The code, as altered by DETR circular 06(2001), describes publicity as "any communication in whatever form addressed to the public at large or to a section of the public". It is therefore relevant across the whole range of a council's work.

It states that:

- Council staff are expected to serve the authority as a whole, whatever its composition from time to time
- Publicity should be relevant to council functions
- [Publicity] should be objective and explanatory
- [Publicity] should be conducted in an economic and appropriate way
- [Publicity] should not be, or be liable to misrepresentation as being, party political [although the code does not aim to stifle political debate]

Staff need to be alert to the code and to the potential sensitivities in their everyday work with the media in an active political environment and should seek assistance and advice from the corporate communications team should a matter of a sensitive or damaging nature arise.

Pre-election period

The Local Government Act 1986 - S2 states that:

"Local Authorities shall not publish material which, in whole or in part, appears to be designed to affect public support for a political party."

This is interpreted to include that the council must not give financial or other assistance to a person for publication of such material, and applies at all times.

The Local Government Act 1986 - S4 allows for a code of practice on publicity.

The revised wording on elections is:

"The period between the notice of an election and the election itself should preclude proactive publicity in all its forms of candidates and other politicians involved directly in the election. Publicity should not deal with controversial issues or report views, proposals or recommendations in such a way that identifies them with individual Members or groups of Members. However, it is acceptable for the Authority to respond in appropriate circumstances to events and legitimate service enquiries provided their answers are factual and not party political. Members holding key political or civic positions should be able to comment in an emergency or where there is a genuine need for a Member level response to an important event outside the Authority's control. Proactive events arranged in this period should not involve Members likely to be standing for election."

This means the council must not use, or even appear to an observer to use, its resources for party political ends, including publicity, in this period of heightened political sensitivity.

Some general rules about the pre-election period

This guidance applies to the period prior to a Parliamentary, European or local election:

- Press releases about any policy matter, service delivery, service developments or scrutiny should not include quotes from or mentions of individual councillors or party groups
- No press releases should go out on local or other issues promoted by or involving individual members
- Photographs of council events held during this time should not include members
- Enquiries from the media will be directed towards officers only
- No links may be added from the council's website to any site which may be construed as political
- Party groups and individual members issuing press releases must make clear that the press releases come from them and not from the council.

EXCEPT that

 Where necessary, for the purpose of responding to outside events or to a crisis, the appropriate cabinet member, chair, chairman of the council or speaker can be quoted, speaking for the council.

At all times the following points must be considered:

- Is there a valid reason for the councillor concerned to represent the council on this issue or at this event?
- Is there a good reason why the event or announcement should be happening now, rather than after the elections?

Use of council property for public meetings:

- There is provision within the Representation of the People Act 1983 for candidates in an
 election to have free use of certain rooms for holding public meetings in the electoral
 division in which they are standing. This is valid from the last day for the publication of
 the notice of elections until the day before the day of elections.
- A candidate is entitled for the purpose of holding public meetings in furtherance of her/his candidature - to the free use at reasonable times of a room in a school or other council building. The person using the room must pay the costs of preparing the room, heating, lighting and cleaning.
- Permitting the use of these facilities does not breach this protocol provided the local authority does not publicise the meeting.
- This provision does not allow a candidate to hold surgery-type meetings or to use such rooms as his/her committee rooms, which is illegal.
- If anyone needs clarification, they should contact the Democratic Services Manager
- This guidance can be varied by the Chief Executive, in consultation with the monitoring officer, according to circumstances.

Events and Guest Speakers

Members should not be invited as speakers or guests at any council/school events or other function organised for or on behalf of the Council during the pre election period, unless all other parties have been offered a similar opportunity.

Any public or private debate/talk organised through a school or at other Council premises as part of any curriculum activity should only be held if all political parties in the relevant area are given the opportunity to take part. Such events should be structured on an all-party basis.

Appendix C – The Communications Team

Central communications team		
Names	Tel.	Main areas covered
Nicki Beardmore	01743 252134	Communications Manager
Simon Alton, Press & PR Officer	01743 252809	General enquiries; community working; budget issues; school meals; registration
simon.alton@shropshire.gov.uk		services
John Palmer, Communications Assistant	01743 252826	General enquiries
John, palmer@shropshire.gov.uk		
Caroline Mitchell, Press & PR Manager	01743 252829	General enquiries; revenues and benefits
caroline.mitchell@shropshire.gov.uk		The second secon
2. Children and Young People's Services		
Names	Tel.	Main areas covered
Laura Morris, Communications Officer	01743 254529	All Children and Young People's Services, including: schools, education; education
		welfare; social care for children and young people; adoption; fostering; early years and
laura.morris@shropshire.gov.uk		childcare; prevention services; children's centres; substance misuse (young people);
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3. Community Services		
Names	Tel.	Main areas covered
Maria Jones, Communications Officer	01743 255749	Culture, Leisure and Learning - Outdoor recreation and Leisure (inc. countryside
maria.jones@shropshire.gov.uk		sites and access, parks, swimming and sports centres); Libraries and Information; Arts and Heritage (Arts, Museums and Shropshire Archives. Theatre Severn); Learning,
		Employment and Training Services
		Adult Social Care - Adults with Learning Difficulties; Sensory Impairment; Substance
		Misuse, Older People and Physical Disabilities; Mental health.
		Information Management
Rian Huxley, Communications Officer	01743 255753	Housing - Housing Landlord Services; Private Sector Housing; Housing Options (incl.
		Choice-Based Lettings); Supporting People
rian.huxley@shropshire.gov.uk		Business Support - most services, inc. finance, contract, performance, Business
		Development,
		S75 - Joint Commissioning – all joint Shropshire Council and PCT services.

4. Development Services		
Names	Tel.	Main areas covered
Laura Owen, Communications Officer	01743 255618	Strategic transport and highways, including: Passenger transport, fleet management,
		road safety, transport planning, highways and traffic engineering, highways
laura.owen@shropshire.gov.uk		development control, asset management and bridges.
Gareth Proffitt, Communications Officer	01743 252828	Public Protection; inc. Waste and recycling; trading standards; environmental health;
		licensing; pest control; bereavement services.

gareth.proffitt@shropshire.gov.uk		Strategy and Development, inc. Development Management (planning, building control; land charges); Economic Development; Growth Point; Environment (conservation; AONB, arboriculture; biodiversity)
Jenny Fullard, Communications Officer	01743 253024	Environmental maintenance, including: roadworks; highways maintenance (including potholes, gritting, dealing with flooding etc); parking; street scene (eg. grafitti, dog
jennifer.fullard@shropshire.gov.uk		mess; dog wardens; litter; flytipping); abandoned vehicles; CCTV; grass cutting; street lighting.

Shropshire Council - form A general photograph consent form

Ref. No:



Shropshire Council would like to take photographs/make a video recording of you/your family, but to comply with the Data Protection Act 1998, we need your permission to do so.

Any photography/video recording we take may be used in any of our promotional material, example printed publications, web pages or video work. It may also be used by local, regional or national media, for example newspapers and/or online.

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

They may be kept in our archives and used in the future, in ways which cannot be specified at present. We may retain the image(s) indefinitely and possibly reuse them.

retain the integration and possibly reads men.
If you agree to this please sign and date here:
Signature:
Address: Post Code:
Telephone: email:
Shropshire Council - form B children's photograph consent form - to be completed by parent, guardian or teacher
Name of child/children:
School attended (if applicable):
Age of child/children:
Shropshire Council would like to take photographs/video recording of the child/children for promotional purposes. These images may appear in our promotional material, for example printed publications, web pages or video work. They would only be used to accompany "positive" stories and not stories which we deem unfit/embarrassing to you or your child. The images may also be used by local, regional or national media, for example newspapers and/or online.
To comply with the Data Protection Act 1998, we need your permission before we take any images of the child/children. If you are happy for us to use images of the child/children in our publications, please sign and date the form where shown,
Name: Address:
Post Code:
Please note that web sites can be viewed throughout the world, not just in the United Kingdom where UK law applies. Please also read the conditions for using these images overleaf.
I am happy for the images of the child/children to be used in all council promotional material, I have read and understood the conditions of using the images as detailed overleaf.
Signature: Date:
Official Use - Photographer:
Purpose of images:
Description of images:
Image number/Image called:

Conditions of use - form A

- 1. Shropshire Council will treat the information provided in accordance with the Data Protection Act 1998.
- 2. In general, Shropshire Council will not give full names in photographs in promotional material. Where only one or a small group of people are pictured in a 'news' type picture showing achievement or activity, full names may be given. The local press especially like to give full-name credit in this type of picture.
- 3. We will not include personal email, postal addresses or telephone numbers on any of our publications.
- 4: We will only use images of children who are suitably dressed.
- 5. We will only use the images for positive stories/publications.
- 6. If at any time you wish to withdraw your permission please contact:

Name: Tel	I. No:
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Conditions of use - form B

- 1. This form is valid for five years from the date of signing. The consent will automatically expire after this time.
- 2. In general, the school and Shropshire Council will not give full names of the pupils in the photographs in publications. We may use group or class photographs or footage with general labels such as 'a science lesson' or 'year 2 pupils make Christmas decorations'. Where only one or a small group of children are pictured showing achievement or activity in school, full names may be given. The local press especially want to give full-name credit in this type of picture.
- 3. We will not include personal email or postal address, telephone or fax numbers on any of our publications.
- 4. We will only use images of children who are suitably dressed.
- 5. We will only use images for positive stories/publications.

6.	If you wish to withdraw your permission	please contact:
	Name:	Tel. No:

7. Please retain your reference number. If you wish to withdraw your permission you must quote this number.

Teacher: By signing this release form on behalf of the school, it is assumed that you have the relevant documentation from the parent or guardian allowing the images to be used, in line with your schools policy.

Use of the release form

- 1. Once you have explained to your 'subject' the purpose of the photograph/video and have their verbal consent to use their image, please fill out the form with the relevant details and get it signed by that person.
- 2. Give the top copy to your subject, making sure you have filled in your name and contact details on the reverse. It is their receipt and gives instructions should they wish to withdraw their consent.
- 3. The middle sheet is to be used should you wish to have the image placed on the Shropshire Councils image library, which is accessible to all. When fully completed this sheet should be sent, along with a thumbnail hard copy, to: Steve Murphy c/o Printing Services, Shirehall. Tel: 01743 252864.
- 4. The third copy must kept in a secure place within the department that has taken the images.

General:

This release form is intended as the final stage in acquiring images for the Council to use. If you are taking images of children or vunerable adults please make sure that all permissions to use them have been fully explored and discussed with parents/school/carers etc.

