

Media Protocols for The Plymouth LINK



Introduction

It is important that the Plymouth LINK has a good relationship with the local media in order to:-

- Promote itself and spread the word;
- Tell people about what the LINK has achieved and what a difference their views have made;

Get more people involved in giving feedback and taking an active role in the Plymouth LINK.

Usually use of the media will be initiated by the LINK and Host support team to promote its work. However, there may be instances where the media approach the LINK to comment on a topical issue for local health and social care service provision.

The Plymouth LINK is a growing independent network of many individuals, groups and organisations. It receives feedback from many people across the city and has a work plan which looks at the health and social care issues which have been prioritised using a process developed by the Plymouth LINK.

The following protocols will help the Plymouth LINK to respond appropriately to the media, representing the views of the network in an informed, fair and consistent way.

Who can respond to the media?

The Host Support Team will support the LINK, giving information to the Press. However, they are unable to speak on behalf of the LINK, and therefore the Plymouth LINK needs to identify a number of individuals who can do this.

The Chair and Vice Chair (s) of the Stewardship Group will be nominated to speak to the media, this is in line with practice in other LINKs across the region.

Training

To support nominated LINK members to speak to the media, training in 'dealing with the media' will be given. The Host Team will find this training for the Stewards nominated.

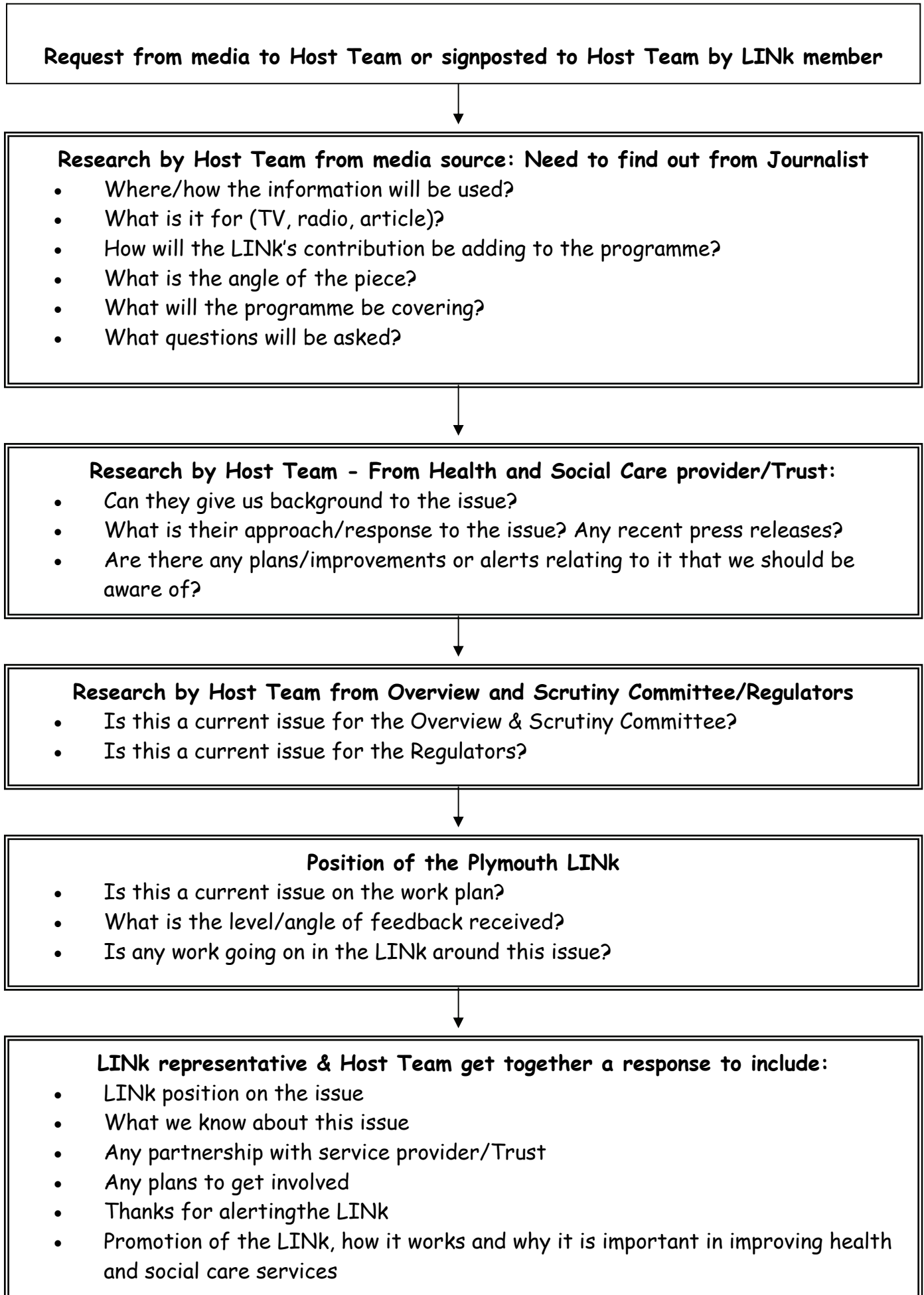
General Rules

Some key points to remember: -

- Representing the LINK to the media, nominated individuals will only respond on behalf of the LINK, and not give their personal views;
 - All approaches by the media should be shared with the Host team;
- All media contact is an opportunity to promote the LINK.

The Response

The following is a process to help the Plymouth LINK respond to a media request:



Example statements for responding to the media (where no view has been formulated and the matter not discussed by Stewardship Group):

Plymouth LINK is grateful that this problem has been brought to its attention. We have not to date discussed or formulated a view on this issue, but may well look into, discuss and form a view on it in due course.

Standard 'statement' when asked if LINK agrees with a statement made by another organisation on problem y:

Plymouth LINK is always pleased to hear the views of other groups on health and social care matters affecting the people of Plymouth. However, we should make it clear that [this view] does not necessarily represent the collective view of the LINK.

Standard holding response when LINK is asked for a statement about an issue that LINK is working on:

Plymouth LINK is looking at this issue and we will respond once we have had time to discuss your question with the Stewardship Group and anyone involved in this issue,

Standard statement about contacting LINK:

We are always looking to hear the views of people in Plymouth about what is and isn't working well with health and social care services. Please feed in your views by contacting the LINK by telephone: 01752 202407; via email info@plymouth-link.co.uk or through our website www.plymouth-link.co.uk.