

LYMPSTONE COMMUNICATIONS COMMITTEE

The Communications Committee was established in May 2009 to oversee all communications media within the Parish and in particular the Communications between the community and the Parish Council – principally (but not exclusively) The Herald and The Website.

Click here for full Terms of Reference

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THE COMMUNICATIONS COMMITTEE TERMS OF REFERENCE FOR THE LYMPSTONE HERALD AND THE LYMPSTONE WEBSITE

Management of the Lympstone herald and www.lympstone.org shall rest with Lympstone Parish Council, via its Communications Committee for as long as this exists.

1. Objectives

- 1) To create positive, communications between the Parish Council and the community
- 2) To give strategic direction to all communications.
- 3) To create an annual communications plan encompassing advertising revenue targets, space allocation, cost limits, ensuring that at worst the communications package is cost neutral to the Parish Council.
- 4) To represent Communications at the Parish Council.
- 5) To develop a seamless interface between The Herald and The website.
- 6) To act as a focal point for the resolution of any disputes and complaints.
- 7) To maintain The Herald as a publication “free at point of delivery to all homes”.

2. Function

- 1) The Communications Committee will set the editorial objectives and monitor their discharge by the editors.
- 2) The Communications Committee will not vet or approve editorial content or comment issue by issue (Herald) or day by day (Website), this shall be the sole responsibility of the editors.
- 3) The Communications Committee will be responsible for setting and monitoring financial targets and performance.
- 4) The Communications Committee shall appoint the editor(s) and Advertising Manager and be similarly responsible for subsequent decisions about re-appointment.

3. Construction

- 1) The Communications Committee will include the Editors of The Herald and The Website and the Advertising Manager, two or more Parish Councillors and such other co-optees as are required..
- 2) Council members will be appointed/reappointed each year in May. Non-councillors (co-optees) will be appointed by the Council members for a similar period, after invitation, and with due regard to relevant competencies they bring to the Communications Committee.
- 3) A Quorum of the Communications Committee shall consist of at least half of the appointed members of the Parish Council and the majority of those present must always be Parish Councillors.

4. Meeting Frequency

- 1) The Communications Committee will meet at least three times a year to discuss performance and prospective developments.
- 2) The Communications Committee will submit an annual report to the Parish Council.
- 3) As a Parish Council Committee all meetings of the Communications Committee will be held in public and subject to Parish Council standing orders.

5. Editorial objectives, policies and procedures

1) The aims and objectives of The Herald and The Website are to:-

- a) Strengthen the links between the Parish Council and local people
- b) Provide access to local information and external information relevant to and for the benefit of the community
- c) Report to the community the actions, decisions and activity of the Parish Council
- d) Receive opinions and views of the community and thus be in a position to involve and respond to local people and local interests
- e) Encourage the community to be the information providers
- f) To provide opportunities for promoting the facilities, amenities and activities of the community.

2) Responsibilities of the Parish Council

- a) To indemnify the editors against any legal claims against the Herald and web site(s).

3) Responsibilities of the Herald and Website Editors

- a) The Editor will vet and approve all editorial content or comment on an on-going basis and as required
- b) The Editor will try to ensure that:-
 - all copy is in the best public interest; specifically is not racist, sexist, extremely political, vulgar or inflammatory; free of copyright and non-libellous;
 - the Parish Council, as owner, is not exposed to liability claims .
- c) The Editor will issue guidance to contributors on process, timing and format of all contributions.
- d) The Editor may decline or amend copy submitted by contributors and also decline advertising content. Should the individual or group feel that this action is unwarranted then they may appeal to the Communications Committee.
- e) The Herald Editor will manage the interface with the Printer to ensure timely publication. The print contract will be subject to approval by the Communications Committee and agreed by the Parish Council.

4) Responsibilities of the Advertising Manager

The Advertising Manager will:-

- a) Be responsible for all advertising in both The Herald and The Website
- b) Agree with the Communications Committee a schedule of rates
- c) Account for all monies received and maintain appropriate records
- d) Agree with all advertisers the copy for advertising subject to the approval of the Editor(s).

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