

Northern Ireland Policing Board

Policy on Board Working with the Media

Drafted 17th August 2005

The Northern Ireland Policing Board routinely deals with the print, broadcast and new media. As a matter of policy, these dealings shall be:

- Operated in line with the Board's communications strategy
- Open, honest, professional and transparent
- Both proactive and reactive
- Appropriately and fairly targeted
- An appropriate mix of free media (news, features etc.) and paid media (adverts, public notices, advertorials etc.)
- Good value for money (for paid media)
- Accessible and responsive, including through the operation of an out-of-hours on-call service
- Reflective of Board Standing Orders (which, for example, specify that the Chairman shall be the Board's official spokesperson)