

MEDIA POLICY

Staff and members of the Law Society of Ireland, including Council and Committee members, may come into contact with journalists in a variety of ways and circumstances. This policy is to assist you in the correct way to manage this contact to safeguard the integrity and reputation of the Law Society and the solicitors' profession.

The objectives of this policy are to ensure we are seen as the trusted voice of a respected solicitors' profession by:

- ensuring informed, accurate and consistent messages are communicated on significant external and operational issues
- managing contentious issues
- positively promoting the work and policy positions of the Law Society
- leveraging the expertise within the profession on topical legal matters.

Process for all media enquiries

Any media enquiry that is received seeking a response from the Law Society of Ireland must be directed to the Press Office. Only approved media relations staff should make any response, comment or statement to the media. These approved staff are:

Name	Position	Contact number	Email
Teri Kelly	Director, RMS	(01) 672 4960	t.kelly@lawsociety.ie
Miriam Taber	Senior PR Executive	087 163 7916	m.taber@lawsociety.ie
Siobhán Masterson	PR Executive	(01) 672 4831	s.masterson@lawsociety.ie

The Director of Representation and Member Services (or in her absence, the Director General) approves all media comments, statements and responses.

The language used in media responses is carefully drafted to be understood by members of the public without a legal background as part of the Law Society's commitment to increase access to justice for all citizens.

Approved media spokespeople

The Director General is the chief spokesperson for the Law Society. However in some instances, a response or statement may be attributed to the President of the Law Society.

The Press Office may also identify appropriate subject matter experts or others with a special role in a matter to act as spokespeople on behalf of the Society. This regularly includes Committee and Council members.

Staff assistance in responding to media enquiries

The Law Society receives a significant number of media queries all year round, which typically require a response within a short time-frame to meet deadlines. Staff are expected to support information requests for media responses in a timely and accurate manner.

If you receive a media enquiry via email

There are many considerations to take into account with each media query. It is important that the Law Society speaks with a consistent and informed voice. If you receive a media query via email, please forward this to the Press Office to consider the request and advise an appropriate response.

If you are approached at an event or other public occasion

If you are approached by the media, politely acknowledge the enquiry and inform the journalist that the enquiry will be directed to the Law Society for a response. This can be done in a number of ways:

1. If a member of the Press Office is also present at the event, please refer the journalist to that person.
2. If no member of the Press Office is present, you may advise the journalist to contact the Law Society Press Office directly (contact details are available on our website) or take the name, contact details and any specific details of the questions asked and send these to a Press Office member yourself.

Experienced media commentators

Due to their expertise many within the profession, including Committee and Council members, regularly contribute to the media discourse on their practice area. If you are an experienced media commentator who is called upon by journalists to discuss topical issues or developments related to your practice area, please inform the Press Office in advance of the interview time. The Press Office may be in position to provide additional supports, information or insights that can support your interview.

Always remember!

There is no such thing as “off the record”. Anything you say to a member of the media may be reported, and be attributed, to the Law Society.

If you have a story – plan ahead

The Press Office often works in collaboration with Committees to develop media campaigns to highlight issues or promote successes. This is vital to promote the extensive breadth of work to increase access to justice conducted by Committees every year.

If, as part of your Law Society work, you have a potential media story, please contact a member of the Press Office to discuss. Keeping in mind that news cycles move quickly, we are always keen to plan ahead where possible. Please share details of upcoming or emerging issues that may be of media and public interest early so that we can plan an impactful campaign.

The team have the expertise to design a media strategy to maximise the potential impact and reach of a story, and can advise on any information needs that can support the promotion of your work.

Further information

There is an online newsroom on the Law Society website which provides details of all media releases, and supporting information about the Law Society, the profession and its important work. This can be found at: www.lawsociety.ie/news.

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