

## 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 reputation of the Law Society and the solicitors' profession.

The objectives of this policy are to ensure we are seen as an influential voice and providing thought leadership in the areas of law reform, while protecting the reputation of the Law Society and the solicitors' profession. This is done by:

- ensuring informed, accurate and consistent messages are communicated on significant external and operational issues
- managing contentious issues
- proactively promoting the Law Society's strategic activities, access initiatives, law reform agenda and policy positions
- leveraging the expertise within the profession on topical legal matters.

### Process for all media enquiries

**Any media query 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
Mark Garrett	Director General	01 672 4800	<a href="mailto:m.garrett@LawSociety.ie">m.garrett@LawSociety.ie</a>
Miriam Taber	Senior PR Executive	087 163 7916	<a href="mailto:m.taber@lawsociety.ie">m.taber@lawsociety.ie</a>
Siobhán Masterson	PR Executive	087 920 3632	<a href="mailto:s.masterson@lawsociety.ie">s.masterson@lawsociety.ie</a>

The Press Office, with input from subject matter experts, will draft and review all media comments, statements and responses to inbound queries.

The language used in media responses is carefully drafted to be understood by members of the public without a legal background.

### Approved media spokespeople

The Law Society has a number of approved spokespeople depending on the topic or media platform. These spokespeople are members of the profession with expertise in their area of practice. In some instances, a response or statement may be attributed to the President of the Law Society.

The Press Office may identify appropriate subject matter experts or others with a special role in a matter to act as spokespeople on behalf of the Law 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 timeframe 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.

If the media request comes directly as a result of proactive Law Society coverage, please redirect the query to the Press Office to manage. 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 and share recommendations to increase access to justice in the public interest. 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](http://www.lawsociety.ie/news).

*Last updated 18 October 2024*