

Wisborough Green Parish Council

Press and Media Policy

1. Introduction

- 1.1 Wisborough Green Parish Council's relationship with the community is vital to its work and the decisions it takes. An open and constructive dialogue is a key requirement for influencing and developing services, identifying attitudes, and measuring satisfaction.
- 1.2 Effective media relations are an important factor in establishing a good relationship between the Parish Council and the community. Since members of the public generally rely on the media for local information and news, it is important for the Parish Council to present information about its activities and aspirations in a consistent way.
- 1.3 This document sets out the framework for Parish Council Members and employees to follow when in contact with the media, to inform the public about the Parish Council's activities, decisions, and the services it provides.
- 1.4 The term "Media" encompasses many different means of communicating a message to a wide audience and includes radio, television, the internet and a wide range of printed media such as newspapers, community magazines, leaflets, posters and the Parish Magazine.

2. Contact with the Media

- 2.1 The general principle is that the Parish Clerk will act as the Press Office. Any official contact with the media concerning the Parish Council's policies, the decisions it takes and the services it provides, are to be initiated through the Parish Clerk. The Clerk will clear all press reports, or comments to the media, with the Chairman or in his absence, the Vice-Chairman.
- 2.2 Press releases and statements will be prepared by the Clerk and/or Chairman in association with other Members as required and will informally be restricted to matters that have been debated and agreed by the Parish Council.
- 2.3 Other Members of the Parish Council who identify a media opportunity should refer to the Chairman and Parish Clerk to ensure accuracy and consistency in any subsequent press release or contact with the media. Unless a Councillor has been authorised by the Council to speak to the media on a particular issue, Councillors

who are asked for comment by the press should make it clear that it is a personal view and ask that it be clearly reported as their personal view.

- 2.4 If a Member or employee receives an approach or enquiry from the media about any matter relating to the Parish Council, it should be referred to the Parish Clerk. A decision will then be made by the Clerk and/or Chairman, in consultation with other Members where necessary, about the format and content of any response.
- 2.5 These guidelines do not prevent a Member from expressing a personal opinion through the media, for example, by writing to a newspaper or posting an item on an internet site. Members must make it clear that any views expressed, where different from Council Policy, are their own personal views. However, Members should take care not to misrepresent and/or bring the Parish Council into disrepute and must bear in mind their responsibilities under the Local Government Code of Conduct.
- 2.6 A copy of all press releases and other materials are to be retained on file for reference.

3. Talking to the Media

- 3.1 In response to a Parish Council press release:
 - a. Any enquiry from the media is to be referred to the Parish Clerk and the author of the press release.
 - b. No other Member should offer any comment without prior discussion, except to confirm basic matters of fact (dates of events, spelling of names, etc.)
- 3.2 In response to an unsolicited approach from a journalist or reporter, including enquiries about press releases issued by other organisations:
 - a. The views of the Parish Council may be expressed subject to the guidelines above.
 - b. The Parish Clerk should be informed so that facts can be checked and appropriate action taken.
- 3.3 Any Member taking part in a radio or television broadcast should only do so on behalf of the Parish Council with the approval of the Chairman and/or Clerk, in consultation with other Members where necessary.

4. Monitoring

- 4.1 It is important to check the media for items (reports, articles, letters) about the Parish Council to:

- a. Monitor the effectiveness of press releases and statements issued by the Parish Council.
 - b. Monitor what members of the community are saying about the Parish Council.
- 4.2 Members and employees are encouraged to look out for items referring to the Parish Council in the media – original press cuttings to be provided to the Clerk, where possible.
- 4.3 For any Member taking part in a radio or television broadcast, where possible, arrangements should be made for it to be recorded to be retained in Parish Council records. In the absence of a recording, a note of the broadcast's contents should be sent to the Clerk.