

Media Relations Policy

1. Introduction

- 1.1 Hellesdon 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 frame work for Parish Council members and employees to follow in contacting the media and informing the public about the Parish Council's activities, the decisions it take and the services it provides.
- 1.4 This policy excludes social media (please see separate Social Media Policy).

2. Making Contact with the Media

- 2.1 The general principle is that the Parish Council office 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 Council office.
- 2.2 Press releases and statements will be prepared by the Clerk and/or Chairman in association with other Members as required, and will normally be restricted to matters that have been debated and agreed by the Parish Council.
- 2.3 Other Members of the Parish Council and employees who identify a media opportunity should refer to the Parish Council Office so as to ensure accuracy and consistency in any subsequent press release or contact with the media.
- 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 Council Office. 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 Nothing in these guidelines is to be interpreted as preventing, or attempting to prevent, a Member from expressing an 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 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 Employees (other than the Clerk) should not contact the media on any matter relating to the Parish Council unless specifically authorised by the Clerk and/or Chairman of the Council.
- 2.7 All press releases and other materials are to be kept 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 Council office.
 - b) No-one else 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 (this includes 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 Council office should be informed so that facts can be checked and appropriate actions taken.