



Press Policy

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1.0	03/07/2017	31/05/2018
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1. Introduction

- 1.1. Pembury Parish Council ("the Council") welcomes enquiries from the Press and Media and recognises its relationship with the Press helps communication with residents.
- 1.2. The Council seeks to be as transparent as possible, cooperating at all times with the Press and using the opportunities of the Media to publicise events being organised.
- 1.3. The Press are permitted to attend all meetings of the Council and its committees, unless excluded under the Public Bodies Admission to Meetings Act 1960. They are not, however, invited to attend informal Council meetings which are fact finding sessions only and are not scheduled official Council meetings.

2. Purpose

- 2.1. The aim of the policy is to ensure that the Council is seen to communicate in a professional and objective manner and reflects the corporate view of the Council.

3. Scope

The Press Policy includes:

- 3.1. Official Council Press Releases
- 3.2. Councillor Press correspondence
- 3.3. Freedom of Information Requests
- 3.4. Press Protocol

4. Definition

- 4.1. In this context, Press includes, but is not limited to the following:
 - 4.1.1. Local or national newspapers – in print or on-line.
 - 4.1.2. Newsletters, leaflets or magazines.
 - 4.1.3. Television or radio.
 - 4.1.4. Social media – such as Facebook, Instagram, Twitter, LinkedIn.

5. Policy

5.1. Official Council Press Releases

- 5.1.1. Official Council Press releases and statements will be prepared by the Clerk in consultation with Councillors as required.

- 5.1.2. The Clerk will act as the Council's Press Officer. Any official contact with the Media concerning the Council's policies, the decisions it makes and services it provides are to be initiated through the Clerk.
- 5.1.3. Any Councillor who identifies a Media opportunity should discuss this with the Clerk who will, in consultation with other Councillors as appropriate, decide how this will be followed up.
- 5.1.4. If a Councillor or an employee receives an approach or enquiry from the Media about any matter relating to the Council, it should be referred to the Clerk.

5.2. Councillor Press Correspondence

- 5.2.1. Individual Councillors have no authority to speak to the press on behalf of the Council.
- 5.2.2. Individual Councillors can make their own statements relating to local issues and this policy is not designed to prevent any Councillor expressing a personal opinion through the Media. Councillors must make it clear however, that any view expressed which differs from Council Policy are their own personal views and should be recorded as such.
- 5.2.3. Such releases, political or non-political, should bear no reference whatsoever to the Council or any Officer and must not use the Council logo. Neither the Council address, telephone number nor website should be included as a point of contact.
- 5.2.4. Where a journalist wishes to confirm what was said by an individual Councillor during a Council meeting, they will be referred to the Clerk.

5.3. Freedom of Information Requests

- 5.3.1. All requests received under the Freedom of Information Act must be referred to the Clerk who will arrange for the request to be satisfied in accordance with the legislation.
- 5.3.2. Councillors should be aware that any Council-related information that they hold on personal devices can be the subject of a Freedom of Information request.

5.4. Press Protocol

- 5.4.1. The Clerk is responsible for issuing official Press releases on behalf of the Parish Council.
- 5.4.2. Official Press releases will not identify any political party or group affiliation, if any, of a Councillor(s) quoted in the release.

- 5.4.3. When the Media seeks information on an issue that is, or likely to be, subject to legal proceedings then advice will be obtained from the Council's solicitor before any response is made.
- 5.4.4. All Press releases and other materials are filed for reference by the Clerk.
- 5.4.5. During an election year, from the issue of the Notice of Election until the day following the election (Purdah), Officers will not normally issue Press releases. It should be noted that whilst the Clerk is the Press Officer, the spokesperson for the Council shall be the Chair or in their absence, the Vice Chair.