



PILSLEY PARISH COUNCIL

PRESS & MEDIA POLICY

POLICY STATEMENT REFERENCE NUMBER	ADOPTED DATE	REVIEW DATE
13	May 2024	May 2025



1. Introduction

1.1 Pilsley Parish Council welcomes enquiries from the press & media and recognises that our relationship with the press helps us communicate with residents. The Parish Council recognises the need for this and should be reflected in our dealings with the Press.

1.2 The aim of this policy is to ensure that the Parish Council is seen to communicate in a professional and objective manner when approaches are made from the press for information or comments are requested on particular issues.

1.3 This policy should be read in conjunction with the Councillor's Code of Conduct.

2. The Council's Approach

2.1 The Council's general approach to the press and media will be:

- Open and honest
- Proactive whenever possible
- Responsive and timely
- Informative

2.2 There are two methods of communicating with the press and media; either by press release (where the parish council takes the initiative and releases information to the press on a proactive basis) or by press statement (where the parish council is approached by members of the press or media for comments on a specific issue).

3. Enquiries to the Council

3.1 All press enquiries in relation to the Council's view on matters -shall be made to the Clerk.

3.2 The Clerk shall refer the enquiry to the Chairman or Vice Chairman of the Council consideration and/ or comment.

3.3 The Chairman or Vice Chairman may consult with the other Members of the Council and the Clerk before commenting to agree a form of words.

3.4 The Clerk shall communicate the agreed response to the press.

3.5 All Members approached by the press/media for a Council comment/view shall process the enquiry in accordance with this Policy and should not answer the query directly.



3. Press Statements

3.1 When the Council is approached by the press or media for comments on a specific matter, the Clerk should co-ordinate an official written response on behalf of the parish council. This will be done in consultation with the Chairman and/or Vice Chairman.

3.2 If parish councillors are approached directly by telephone for comments on specific issues and they wish to make a comment, it should be made clear that any comments made are the personal views only of the councillor and not the formal position of the parish council.

4. Official Press Releases Issued by the Parish Council

4.1 An official Council press release should always be made on behalf of the Council as a whole. This will be written by the Parish Clerk, will be non-party political and may include a quote from the relevant Councillor, which will usually be the Chairman or Vice Chairman of the Council.

4.2 All official Council press releases will be issued on the template retained by the Parish Clerk which will include the Parish Council logo.

4.3 In some circumstances it may be appropriate to also include quotes from the District or County Councillor in the press release depending on the issue / subject matter.

5. Enquiries to Councillors for their personal opinion.

5.1 Nothing in this Policy prevents Councillors from expressing their own personal opinion on non- Council matters in the press or by way of published letters. Councillors should stress that the opinion given is their own and not the Councils. Councillors should be mindful about the pre determination rules when commenting.

6. Press Releases Issued by Individual Councillors

5.1 The issuing of press releases by individual Councillors is not encouraged and it should be made clear that the press release is issued in a **personal** capacity, i.e. it should be clear that the comments are personal views and not the Parish Council's.

5.2 In these circumstances the release is to be written and issued by the individual Councillor responsible and may or may not be political but **should not** include the name of the Parish Council or the Parish Council contact details. It would be beneficial for copies of any intended releases by individual councillors to be provided to the Parish Clerk.