

## **PRESS / MEDIA POLICY**

### **1 Purpose of the Press and Media Policy**

The purpose of this Press and Media Policy is to provide a clear framework for how the Parish Council communicates with the press, media, and wider public. The policy aims to ensure that information released on behalf of the council is accurate, timely, consistent, and appropriate, and that the council presents a professional and coherent voice at all times.

This policy sets out guidelines for managing contact with the media, responding to press enquiries, and issuing statements or publicity, while safeguarding the council's legal responsibilities, reputation, and decision-making processes. It also helps to ensure openness and transparency, supports public understanding of the council's work, and protects individual councillors and officers from inadvertently misrepresenting council policy or decisions.

By following this policy, the Parish Council seeks to promote positive and effective communication, maintain public confidence, and ensure compliance with relevant legislation, including data protection and confidentiality requirements.

#### **1.1 RESPONSIBILITY**

1.2 The first contact with the media will be through the Chair of the council or in their absence the Vice-Chair.

1.3 In circumstances where members are contacted by the press, to avoid misunderstandings, they are requested to restrict their comments to decisions of the council or one of its committees that are **not** confidential or to the expression of a **personal opinion only**.

1.4 As members of the public and press do not attend all committee meetings, there may be items which would have been dealt with confidentially by exclusion of the press and public and members should ensure that items are not released prematurely to the press.

1.5 **The best course of action is to refer the enquiry to the Chair.** It would be helpful if Members contacted by the press would advise the Chair of the contact and the content of the discussion.

#### **2 STATEMENT OF INTENT**

2.1 The council's policy on dealing with the media and the press is to be, at all times:

- Open.
- Transparent.
- Honest.
- Proactive and assertive.
- Helpful to the media in facilitating photograph opportunities, interviews and other reasonable requests;

3 The Council will

- Invite local press to council meetings;
- Promote the parish of St Endellion and events organised therein;
- Respond quickly and effectively to media enquiries.

- Respect the confidential nature of information which is retained by the council on individual cases or other matters which are officially specified as confidential.

## **ST ENDELLION PARISH COUNCIL**

**Adopted by the council on 10<sup>th</sup> February 2020**

**Re-adopted by the council on 9<sup>th</sup> February 2021**

**Re-adopted by the council on 13<sup>th</sup> February 2023**

**Re-adopted by the council on 12<sup>th</sup> February 2024**

**Re-adopted by the council on 10<sup>th</sup> February 2025**

**Re-adopted by the council on 9<sup>th</sup> February 2026**