



## **SITLINGTON PARISH COUNCIL**

### **PRESS AND PUBLICITY POLICY**

Sitlington Parish Council strives to be open and accessible at all times.

#### **Purpose of the Press and Publicity Policy**

The Council uses a number of external communications with the media for a number of purposes:

- To broaden and strengthen local democracy through a well-informed public
- To raise awareness of the Council's policies, services and functions
- To publicise meetings and decisions of the Council, and other decision-making committees
- To promote the Council's role as a community leader
- To publicise the Council's role in partnership initiative with other bodies
- To enable local people to have an effective, well informed dialogue with the Council about services and policies and the needs of individuals and communities

#### **Press Releases:**

The Council will be pro-active in informing the local press of significant decisions and Council activities.

Release of information via the press will normally be undertaken through the Chair's monthly Wakefield Express column.

In order to ensure co-ordination and consistency, any other information/material intended for press publication must be authorised by the Chair/Vice Chair and normally submitted through the Clerk.

#### **Press Approaches:**

The Clerk will normally be the contact for press enquiries, but will refer to the Chair of the Council for specific quotes as and when required. If appropriate, the Chair will liaise with the Chair of a particular Committee or Lead Councillor before responding on behalf of the Parish Council.

**Other Publicity:**

Parish Council noticeboards will be used for publicising Parish Council business. Where appropriate, the Parish Council website and other outlets (eg Post Office, shops, Netherton Village Hall, Church Halls etc) will be used for publicising Council services and activities in the Parish.