

CP 1 Media Policy

Responsible Officer:	Chief Executive Officer
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Policy Objective

The purpose of this policy is to ensure that the Council maintains a consistent approach to managing with its interaction with traditional media. Interaction with social media is addressed in the Social Media Protocol.

This Protocol is to ensure the views, facts and policies of the Council are communicated in a timely, accurate and appropriate way and that this activity reinforces the Council's reputation as a decisive and responsible governing body.

The media plays a role in communicating Council issues and initiatives to the community. The Council embraces an open, professional and pragmatic approach to working with the media.

Procedure

Official Spokespeople

The Mayor and Chief Executive Officer are the two (2) official spokespeople for the Council and are responsible for making statements to the media on Council decisions, policy issues and matters which affect the community at large.

In this regard, the Mayor forgoes the right to generally engage in public debate on internal issues during the Mayoral term. This protocol is designed to avoid confusion as to whether the Mayor is speaking on behalf of the Council or from a personal perspective.

The Chief Executive Officer will provide high level support to the Mayor in relation to preparation of media releases, responses to media requests and provision of factual information.

Day to Day Operations

The Chief Executive Officer is responsible for ensuring that factual information is provided to the media on the:

- day to day operations of the Council
- routine Council business
- administrative and staffing decisions

Where appropriate, the Chief Executive Officer may delegate a relevant Council Officer to provide comment within their functional area of expertise.

It is the responsibility of the Chief Executive Officer to ensure that any formal Council response to the media is a correct representation of the facts.

Councillors

Councillors may issue statements regarding their personal policies and views and provide comment in response to requests from the media on matters affecting the community. When Councillors issue media statements or speak with the media, they are required to state that they are expressing their personal view only and that this does not necessarily represent those of the Council.

Where a statement on behalf of the Council is required, this should be referred to the Mayor or Chief Executive Officer for the preparation of a formal response on behalf of the Council.

At the discretion of the Mayor, Councillors may comment on or make statements on behalf of the Council in regard to specific projects or Council Committees for which they have a direct responsibility.

The Chief Executive Officer is available to assist Councillors in relation to confirming information on Council Policy on a particular issue or provision of information.

Staff

Staff members are required to comply with this Protocol and the Staff Code of Conduct in relation to interaction with the media. Staff are not authorised to make media statements, respond to media requests for information or provide personal interpretations of the Council's decisions or actions. All media requests will be directed in the first instance to the Communications Co-ordinator.

The Communications Co-ordinator may provide information or a response to the media at the discretion of the Chief Executive Officer.

Advertising in Media

All advertising, including commercial partnerships or non-standard advertising arrangements are to be booked through the Communications Co-ordinator and approved by the Chief Executive Officer.