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## 5.13 Media Activity

<b>Policy Owner</b>	<b>Administration and Financial Services</b>
<b>Person Responsible</b>	<b>Shire President and Chief Executive Officer</b>
<b>Date of Adoption</b>	<b>08 March 2005 – Resolution 140305</b>
<b>Date of Last Review</b>	<b>08 March 2005 – Resolution 140305</b>
<b>Date Next Due for Review</b>	<b>3 years / or earlier if required</b>

### **OBJECTIVE**

To be more pro-active with the media in ensuring full and complete details of all issues relating to Council activities are fairly promoted to the community.

### **POLICY**

All public statements on behalf of the Council shall be issued by the President or the Chief Executive Officer or their designated spokesperson.

Statements made by Elected Members are to be identified as their opinions only and do not necessarily represent the position of Council.

The Chief Executive Officer shall handle routine Media Activity. Routine Media Activity shall include but not be restricted to:

- Pro-active Press Releases of departmental activities
- Liaison with Journalists to provide background information of activities already being handled by the media.
- Follow-up of material printed in newspapers by other sources such as letters to the Editor.
- Liaison with printed and electronic Media as required to best promote Council and Community activities.
- Retain a friendly culture with the local printed media by way of hospitality and other offered assistance.

The Chief Executive Officer shall be the primary contact for journalists and Media personnel who attend Council and other meetings. This will include but not be restricted to:

- Provide local press with Minutes and Agenda papers.
- Assist members of the Media with follow-up information from Council meetings, in consideration of their deadlines.

- Liaise with Media related personnel (such as contract photographers) and provide them with the support and contacts required for a specified task.

Specified Media activities where the President and/or Chief Executive Officer will work in tandem include but are not restricted to:

- Any item of a controversial nature, being dealt with by Council, or potentially an issue to be dealt with by council.
- Matters before a committee, which are being pursued by the Media.
- Major pro-active announcements on Council direction/s.

Departmental Managers will assist the process of Media liaison by:

- Ensuring information and support is available to the Chief Executive Officer when researching material required by the media.

Media especially local press to be included on guest lists where their presence could have a supportive or relationship building effect. For example.

- Liaise with President for Media attendance at relevant functions.
- Professional body's awards, launches, accreditations etc.
- Citizenship ceremonies.

Media Activity will support and compliment Councils public image and promotion of services for residents.

The following strategy shall apply for day-to-day dealings with the local press, in association with the overall Media Activity policy.

- Forward by mail or other means, appropriate documents to Journalists in readiness for Council meetings.
- The President, Chief Executive Officer to be available to receive requests and provide appropriate background and follow-up to Journalists on current issues.
- Requests from Journalists will be responded to promptly and where possible, not delaying the information sharing process by lengthy waits on meeting outcomes.
- Elected Members and staff will at all times endeavour to project a truthful, positive and informative response to enquiries, in accordance with existing procedures and protocols.

## **REVIEW**

Reviews of this policy are to be undertaken every three years or earlier if required.

## **RESPONSIBILITY FOR IMPLEMENTATION**

The President and the Chief Executive Officer are responsible for implementing and applying this policy.