



# COMMUNICATION

## WITH THE MEDIA POLICY

Approval Date: 25 May 2017

Review Date: 25 May 2019

Responsible Officer: Director Corporate and Urban Services

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### **OBJECTIVE**

To ensure all communication with the media is consistent, timely and that comments reported in the media are made only through authorised spokespeople.

### **STATEMENT**

Council uses the media to inform the public about Council activities and decisions. In dealing with the media, authorised councillors and staff must ensure correct information is provided.

The Mayor and the General Manager are Council's official spokespersons on all matters. All media enquiries are to be directed to either the Mayor or the General Manager.

### **COUNCILLORS AND THE MEDIA**

In their role as elected representatives, Councillors are free to talk to the media at any time on any issue of interest.

Councillors have a right to express their own opinions, but they must make it clear they are speaking for themselves and not for Council.

Councillors who feel unable to support a policy of Council should refrain from making any comment in regard to the decision.

Councillors may, from time to time, be requested by the media to contribute to newspaper articles or participate in broadcast interviews. Any views expressed should, where required under this policy, be identified as the Councillor's own and must comply with the Code of Conduct.

The Mayor may nominate another Councillor to act as spokesman when dealing with the media.

All media releases are to be approved by the Mayor.

## **STAFF AND THE MEDIA**

Council staff are not to speak to the media about matters related to Council unless authorised to do so by the General Manager.

Council staff may speak to the media or write letters to the editor as private individuals, with the following restrictions:

- (1) They do not comment on Council business or policy.
- (2) They are not identified as Council employees.
- (3) Their comments are not perceived as representing official council position or policy.

All media releases are to be approved by the Mayor or the General Manager.

## **Policy Review History**

Date	Changes Made	Approved By
8 February 2012	Submitted to Council	General Manager
11 April 2012		Adopted by Council Minute #9799
25 May 2017	Reviewed – no changes	General Manager

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