

GREATER SHEPPARTON CITY COUNCIL

Policy Number 07.POL1

Media Policy

Version 1.1

Adopted 17 May 2016

Last Reviewed 17 July 2018

Business Unit:	Marketing and Communications
Responsible Officer:	Manager Marketing and Communications
Approved By:	Chief Executive Officer
Next Review:	11 January 2020

PURPOSE

The Media Policy provides a framework around roles and responsibilities, authorised spokespersons, media comments and procedures for generating media coverage including all channels of communication as defined below. The Policy provides the framework and more detail can be found in the Media Procedures document.

OBJECTIVE

The objectives of this policy are to:

- Provide guidelines relating to the authorisation of Council spokespersons and identify their roles and responsibilities
- Ensure the media receives accurate information in a timely and accurate manner

SCOPE

This protocol applies to all Council staff, councillors and volunteers or committee members when representing Council in the media. This protocol also applies to verbal and written comments in the media, public speaking engagements, media releases and the use of social media.

DEFINITIONS

Reference term	Definition
Media	Refers to communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines/publications, TV, radio, billboards, direct mail, telephone, email, social media and internet.
The organisation or GSCC	Greater Shepparton City Council and all sub brands and their staff.
Sub brands/ programs/ activities/ committees	Includes Aquamoves, KidsTown, SAM, Riverlinks and any other associated programs, activities, committees – both Section 86 and Advisory committees.

POLICY

1. Roles and Responsibilities

a) Mayor and Councillors

The Mayor provides official comment to the media on behalf of Council where the matter is of a political, controversial or sensitive nature. This includes:

- State-wide political issues affecting local government
- Contentious local issues that impact the community that do not relate directly to the business of Council but to the representation of the community
- Issues pertaining to policy and Council decisions
- Issues relating to the strategic direction of the Council

The Mayor may nominate another Councillor to make official comment on behalf of the Council, where appropriate, for example, when that Councillor is a member of a Committee and has knowledge of the topic. The Deputy Mayor will act as the principal spokesperson in the absence or unavailability of the Mayor.

Councillors are entitled to express personal views through the media however such comments are to be clearly communicated as a personal view and cannot be seen to represent the position of the Council.

Where an issue is before the Council, individual Councillors can speak publicly to encourage community involvement, feedback and participation in the decision making process as long as they clearly state these views are their own and not those of Council.

b) CEO, Directors and Managers

The CEO is the spokesperson for all high-level administrative, operational, sensitive and management issues unless otherwise delegated. Directors are the spokespersons for matters relating to projects or operational issues in their respective Directorate and may delegate to Managers as required.

c) Council staff

Greater Shepparton City Council has dedicated official media spokespeople. No other Council officer may liaise with the media without the permission of either the CEO or their Director. Staff approached by media during or out of business hours should be aware that any comment they make in a personal capacity may reflect on the organisation. Staff should not provide comment on matters before Council but can provide factual information for media briefings or for the purpose of clarification.

d) Marketing and Communications

All media enquiries or contact with the media is to be directed through Marketing and Communications in the first instance who will coordinate and manage the process.

RELATED POLICIES AND DIRECTIVES

- Media Procedures
- Social Media Procedures
- Emergency Communications Plan
- Council Code of Conduct

- Style Guidelines

RELATED LEGISLATION

- Nil

REVIEW

This directive should be reviewed every two years by the Marketing and Communications Manager, Team Leader and Communications Officer.



31/7/18

Peter Harriott
Chief Executive Officer

Date

ATTACHMENTS

Nil