

POLICY



Date adopted: 30/05/2017
File no: 128815-2
Minute number: 148/2017

Policy title: MEDIA ENGAGEMENT

Directorate: INNOVATION & CITY TRANSFORMATION

Branch: MEDIA

Policy objective: To ensure Council's profile and reputation is maintained and advanced through an effective and efficient media management process and to give guidance to elected members and staff.

Policy scope:

This policy is to be used for all corporate media liaison conducted on behalf of the organisation.

Policy statement:

The following procedure is to be undertaken for this policy:

1. The Media branch shall release media statements only on matters of approved policy, corporate decisions, or to clarify corporate direction to protect the reputation and uphold the integrity of the Council or Logan City as a whole to ensure transparency with the community.
2. The Media Manager, or nominee, may issue statements on behalf of the Council or act as an official spokesperson for the Council at the direction of the Chief Executive Officer.
3. The Mayor or relevant committee chair or advisory committee chair will be the spokesperson on all citywide matters relating to their portfolio, with the authority to delegate to or include the relevant divisional councillor, where appropriate. Specific spokespeople may be appointed to projects outside this scope, such as, but not limited to, the Local Disaster Management Committee, and these arrangements should be included in the relevant terms of reference. Divisional councillors will be the lead spokespeople on individually-funded divisional projects or matters where they have provided the majority of the funding, with the relevant committee chair or advisory committee chair to be included if appropriate.
4. The following delegation of responsibility applies for the organisation when required: Mayor, Deputy Mayor, relevant committee chair (or acting chair), relevant divisional councillor. The Media branch will approach delegated spokespeople depending on the nature and urgency of the request and use discretion in deferring to the next spokesperson when spokespeople are not available.
5. Media release requests must be raised in accordance with the Media branch handbook. All requests will be assessed by the Media Manager, or nominee, and approved for release through the Mayor, relevant committee chair or councillor. The Chief Executive Officer will speak on behalf of Council when deemed appropriate. A maximum of three spokespeople will be included in media releases issued by the Media branch: the Mayor (or delegate), chairperson or divisional councillor (where appropriate). Best practice should have no more than three spokespeople.

6. Elected members must comply with the media obligations outlined in the Councillors' Code of Conduct.
7. Council staff are not permitted to talk to the media about any Council-related matter without authority from the Media Manager. Staff are required to advise the Media branch immediately when approached by the media, even when ongoing authorisation has been provided.
8. No elected member, including the Mayor or employee shall make any statement to the media on the Council's behalf in any circumstance other than as prescribed in this policy.
9. Any issues relating to this policy should be raised with the Media Manager initially but can be escalated as required to the Director of Innovation & City Transformation or the Chief Executive Officer.

Related policies/legislation/other documents:

DOC ID	DOCUMENT TYPE	DOCUMENT NAME
8569183	Procedure	Media Handbook for Logan City Council