

Logan City Council

Media Engagement Procedure

Logan City Council
2019

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1 Procedure Objective

The purpose of this procedure is to set out an effective and efficient media management process to be followed by all Councillors and Council employees and contractors, to ensure the profile and reputation of Council and its elected members is advanced, while mitigating any reputational risks.

2 Release of media statements

The Media Branch is authorised to release media statements proactively or in response to media enquiries on matters of approved policy, Council decisions, or to clarify corporate direction.

Logan City Council will not provide support for, or endorsement of, any media activity that is deemed to be specifically for the personal advantage of any Councillor, Council employee or contractor.

2.1 Requests for release of media statements

All requests for media releases or statements must be made to the Media Branch and will be assessed by the Media Manager or their nominee.

Media statements may only be released by Council where the statement has first been approved by the relevant elected member/s, the relevant subject matter expert, and by the Media Manager or their nominee.

2.2 Requests for production of videos

All requests to produce videos to further Council's profile and reputation must be made to the Media Branch and will be assessed by the Media Manager or their nominee. If the Media Manager approves the production of the video, the Media Branch will approach delegated spokespeople and subject matter experts, where applicable, to speak on behalf of Council initiatives.

3 Nominated Council spokespersons

Councillors and Council employees are prohibited from making any media statements on behalf of Council other than as specified under this procedure.

A maximum of three spokespeople will be included in media statements issued by the Media Branch.

3.1 Councillors

Divisional Councillors are the lead spokespeople on divisionally-funded projects or matters where they have provided the majority of the funding, with the relevant committee/advisory committee chair to be included where appropriate.

The Mayor or relevant committee/advisory committee chair will be the spokesperson on all citywide matters relating to committee portfolios, 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 Group, and these arrangements should be included in the relevant terms of reference.

The following delegation of responsibility applies for spokespeople: Mayor, Deputy Mayor, relevant committee chair, relevant divisional councillor (or those acting in the relevant roles). 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.

When expressing personal opinions to the media, Councillors must comply with their obligations under the Code of Conduct for Councillors in Queensland and must clearly articulate to the media that the opinion they are expressing is their own personal opinion and does not represent or reflect Council's position.

3.2 Council employees

The Chief Executive Officer is the nominated Council spokesperson for all Council employee or Council administrative matters. The Chief Executive Officer may direct the Media Manager or another Council employee to act as an official spokesperson for a particular matter where appropriate.

The Media Branch will approach appropriate spokespeople depending on the nature and urgency of the matter.

Council employees are not permitted to talk to the media about any Council-related matter without authority from the Chief Executive Officer or Media Manager. Where it is appropriate for Council employees to participate in interviews when specialist or technical information is required, this will be authorised by the Chief Executive Officer or Media Manager, and Councillors will be consulted where appropriate.

3.3 Social media

All content published on Council's official social media platforms must be published in accordance with Council's Social Media Policy and Social Media Procedure.

4 Media approaches

All requests by the media to Council employees for a comment or statement in relation to a Council matter must be directed to the Media Branch.

All requests by the media to a Councillor to make a statement on behalf of Council must be directed to the Media Branch.

No elected member or employee shall make any statement to the media on the Council's behalf in any circumstance other than as prescribed in this procedure.

The Media Branch must be immediately informed of all media approaches to Council employees, regardless of whether authorisation has previously been given for a Council employee to be Council's spokesperson for the matter.

5 Roles and Responsibilities

The Chief Executive Officer has designated the following roles and responsibilities for the management of media within Council:

Role	Responsibilities
Councillors	<ul style="list-style-type: none">▪ Reporting all media approaches for statements on behalf of Council to the Media Branch▪ Complying with the Code of Conduct for Councillors in Queensland when providing personal opinions on Council matters, and ensuring that it is clearly articulated that they do not speak on behalf of Council in providing that opinion▪ Approving those media statements where the Councillor is a spokesperson
Council employees	<ul style="list-style-type: none">▪ Reporting all media approaches to the Media Branch▪ Not speaking to the media or providing comment unless authorised by the Chief Executive Officer or Media Manager to do so
Media Manager (or nominee)	<ul style="list-style-type: none">▪ Managing all requests from media for comment or statement in relation to Council business▪ Providing authorisation for appropriate Council employees to provide comment on behalf of Council to the media where relevant▪ Acting as an official spokesperson at the direction of the Chief Executive Officer.▪ Applying discretion in deferring to the next spokesperson when spokespeople are not available▪ Assessing requests for media releases or statements▪ Approving the release of all media statements

6 Definitions

Definitions for terms used within the Procedure can be found in the Media Engagement Policy (DM: 13315392)