

RICHMOND VALLEY COUNCIL POLICY REGISTER

Policy No: 1.1.21

Reference: Community Relations - Media Liaison

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| POLICY: | MEDIA |
| FUNCTION: | Governance |
| OBJECTIVE: | This Policy relates to Council's dealings with all media (print and broadcast) and defines the expectations relating to same. |
| DIRECTORATE: | CORPORATE SERVICES |

SPECIFIC OBJECTIVES

- To ensure Council manages and has knowledge of information that is sent to the media.
- To ensure Council utilises the media to inform the community of its actions and activities.
- To ensure that distribution of media is undertaken appropriately and in a controlled manner.
- To ensure a consistent approach to media distribution.
- To enhance the provisions of Council's Code of Conduct.

AUTHORISATION

The Mayor and General Manager are authorised to make press releases and media statements on Council business/affairs on Council's behalf.

Other Staff and Councillors do not have authority to make statements on Council's behalf without first obtaining approval from the General Manager or the Council, as appropriate.

Note: Council officials need to ensure that they clarify whether or not they are acting on behalf of Council when speaking publicly or attending functions.

PREPARING AND ISSUING MEDIA RELEASES

Media releases can be prepared by the respective Directorates of Council and are to relate to Council's activities, decisions and plans. All proposed releases are to be authorised by the respective Director and forwarded to the General Manager for approval (prior to release).

The Mayor may approve media releases on Mayoral letterhead as desired.

Following authorisation of media releases, distribution to media is to be arranged via Council's Governance Unit, with the distribution to include a copy of the release being forwarded to all Councillors.

PROVIDING A COUNCIL SPOKESPERSON FOR COMMENT OR INTERVIEW

Wherever possible and practicable, Council will provide a spokesperson for comment or interview in support of a media release issued, or at the request of a media outlet. The allocation of a spokesperson will be made by the General Manager or in the case of a Mayoral release, by the Mayor.

ENQUIRIES

All media enquiries are to be allocated to the General Manager or relevant Director (or Mayor as appropriate).

MEDIA ACCESS TO COUNCIL BUSINESS PAPERS

Representatives of local media outlets should have access to Council Business Papers as near as possible to the time they are available to Councillors.

LIAISON WITH MEDIA OUTLETS

All media outlets are to be treated equally and without bias. All media releases and other statements/announcements are to be provided to all and any relevant outlets for reporting.

VARIATION

Council reserves the right to review, vary and/or revoke this Policy from time to time.