

# Media Policy

## Council Policy 115



*Hard copies of documents are uncontrolled and may not be current - please refer to the electronic version.*

### 1. Purpose

To provide Councillors, Local Authority members and MacDonnell Regional Council (MRC) employees with protocols and guidance when considering engaging through various forms of media.

### 2. Scope

The policy applies to all members of Council, Local Authorities, and Committees of Council (herein referred to as 'members'), employees and contractors of MRC (herein referred to as 'staff') in respect of public relations and engagement through any print, radio, television, digital or social media (herein referred to as 'media').

### 3. Objectives

- to ensure that members and staff are clear on who can represent MRC through the media
- to ensure members know when they are representing themselves, their constituents or the Council
- to define protocols for staff to guide their processing of media engagement
- to ensure that the communications of MRC clearly and consistently reflect the views and values of Council through its various media engagement

### 4. Statement

#### 4.1 Media Authorisations

- 4.1.1 The principle member of Council (the President) and the Chief Executive Officer (CEO) are the only people MRC authorises to speak on its behalf.
- 4.1.2 Other than the President, any member's comments to the media represents their personal views and/or their understanding of constituents' views. Unless authorised, they do not speak on behalf of Council.
- 4.1.3 The President is the only member elected by Council to comment on its behalf. At the President's discretion another member may be authorised to speak on behalf of Council.
- 4.1.4 As the appointed administrator of Council, the CEO is the only employee authorised to comment on MRC administrative matters. The CEO may assign responsibility to a director or staff member for specific public statements on behalf of MRC in their area of expertise.

#### 4.2 Media Requests

- 4.2.1 All requests from the media seeking comment from MRC should be promptly directed to the Coordinator Communications and Planning, who will coordinate a response with the appropriate personnel.

#### 4.3 Media Statements

- 4.3.1 Written statements and media releases are drafted on behalf of MRC by the Coordinator Communications and Planning for the approval of the CEO. Where necessary, the CEO may assign responsibility to a director or staff member for specific contributions from their area of expertise.
- 4.3.2 Upon request, the President and/or the CEO will provide reports to Council regarding any published media or related issues. All media releases will be published on the MRC website.

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- 4.3.3** Any staff issuing a media release or making public statements about MRC without the authorisation of the CEO is considered to be in breach of Council policy.

### 5. Policy Details

<b>Replaces Policy No: (if applicable)</b>	DCS042
<b>Responsible Directorate/Department</b>	Corporate Services – Governance and Planning
<b>Council Approval Date:</b>	11 December 2015
<b>Council Minutes Reference:</b>	Ordinary Council Meeting 11 December 2015 Item 13.3
<b>Review Cycle:</b>	Four (4) years or sooner if required.

### 6. Legislation and References

<b>Related Legislation</b>	Local Government Act (NT) Information Act (NT)
<b>Related Policies</b>	CP102 Code of Conduct – Members OP215 Media Engagement Policy
<b>Related Procedures</b>	PR215.1 Social Media Account Authorisation PR215.2 Social Media Account Administration PR215.3 Style guide and application protocols of the MacDonnell Regional Council (Style guide) PR215.4 Brand guide and application protocols of the MacDonnell Regional Council (Brand guide) F215.1 Social Media Authorisation F215.2 Social Media Registration F215.3 Campaign Planner
<b>Associated Documents</b>	

### 7. Version Control

Version No	Council Approval Date	Policy No.	Council Minutes Reference (previous version)
1.0	December 2015	DCS042	Ordinary Council Meeting 11 December 2015 Item 13.3
2.0	December 2018	CP115	Ordinary Council Meeting 14 December 2018 Item 13.2