

Media Policy

Council Policy 115 (Superseding DCS042 Media Policy v1)



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.
- 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.

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5. Policy Details

Replaces Policy No: (if applicable)	DCS042 Media Policy
Responsible Directorate/Department	Corporate Services – Governance and Compliance
Council Approval Date:	14 December 2018
Minutes reference and Resolution number:	OCM Item # 13.2 - Resolution OCM2018-083
Review Cycle:	December 2022 - Review every four (4) years or after changes to relevant legislation.

6. Legislation and References

Related Legislation	<i>Local Government Act 2008</i>
	<i>Information Act 2002</i>
Related Policies	CP102 Code of Conduct – Members
	OP215 Media Engagement Policy
Related Procedures	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) update
	PR215.4 Brand guide and application protocols of the MacDonnell Regional Council (Brand guide) update
Associated Documents	F215.1 Social Media Authorisation
	F215.2 Social Media Registration
	F215.3 Campaign Planner

7. Version Control

Version No.	Approval Date	Policy No.	Minutes reference and Resolution number
1.	11 December 2015	DCS042	OCM Item # 13.2 - OCM2015-013
2.	14 December 2018	CP115	OCM Item # 13.3 - OCM2018-083