

MEDIA

Objective

- To foster best practice by Gilgandra Shire Council in regards to media relations and to minimise risk management issues related to the Council's representation within the media
- To provide information to the media in a professional and consistent manner
- To operate an open access policy for media enquiries and promote positive media relationships
- To clearly indicate Council's authorised spokesperson

Scope

This policy relates to:

- Council's communications with external parties (such as the general community, media, businesses, government agencies and others) and applies to the Mayor, Council staff and Councillors.
- All staff with delegated responsibility to prepare media releases who must be provided with suitable training.

Note:

- All media releases must have clearly marked contact person and details (follow design template to ensure consistency).
- A comprehensive media contacts' list must be maintained and utilised to expedite efficient distribution. This list must include deadline details and any other relevant information.

Policy

That the residents of Gilgandra Shire and general public be provided with adequate, timely and fair reporting of Council activities in a professional manner.

That Council maintain good relationships with all representatives of the media by providing ready access to Council spokespersons and relevant information.

The Mayor and General Manager are Council's official spokespersons. In general; the Mayor for political topics and the General Manager for operational issues. Alternate spokespersons can be appointed by the General Manager or Mayor.

Councillors may be authorised to comment on matters relevant to their accountability within Council.

Only those authorised Council spokespersons may be interviewed by the media or provide comment to ensure the most accurate information is given to the community.

Relevant Legislation

Local Government Act 1993
 Defamation Act, 2005
 State Records Act, 1998
 Copyright Act, 1969
 Privacy and Personal Protection Act, 1998
 Government Information (Public Access) Act, 2009
 Anti-Discrimination Act, 1991

Associated Documents

Guidelines for Preparation and Issuing of Media Releases including Media Release Template (available on Council's Intranet – C&BS Documents)

Responsible Officer:	Director Growth and Liveability		
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