



Policy Title	Media Policy
Related Documentation	Media Enquiries Procedure
Relevant Legislation/ Corporate Plan	Nil
Responsible Officer	Executive Manager Corporate Support Systems

Policy details may change prior to review date due to legislative changes, therefore this document is uncontrolled when printed.

Objectives

1. To encourage effective relationships with media representatives and ensure the provision of accurate, timely and consistent information regarding Council to the media.
2. To provide staff with clear direction for how to respond if they are contacted by a media representative.

Policy Statement

Campbelltown City Council relies on the support of the media to help communicate information to residents about its initiatives, programs and services. Likewise, the media rely on Council for information about matters of community interest.

This policy in no way limits or attempts to limit media relations between elected representatives and the media. However, it does outline the appropriate processes for responding to media enquiries by Council staff.

It is vital that information provided to the media presents an organisational view that is consistent and accurate. While Council will always seek to provide good news stories for the media, it is equally important that media enquiries from a journalist or reporter are responded to in an appropriate and timely manner, and within the required deadline wherever possible and reasonable.

Council requires positive relationships with the media for many reasons - how Council and Campbelltown is portrayed in the media impacts greatly on how the organisation and the City are perceived; the media are a strong ally in many situations, including to assist with the promotion of Council programs, events and initiatives; in times of crisis when information needs to be conveyed to the public, such as during severe storms and bushfires.

Scope

This policy applies to all staff members of Campbelltown City Council.

DATA AND DOCUMENT CONTROL		
Division: City Governance Section: Communications DocSet: 1879525	Adopted Date: 15/11/2005 Revised Date: 25/07/2017 Minute Number: 199 Review Date: 20/09/2020	Page: 1 of 2

Principles

1. The only staff members who can provide comment to the media regarding Council business are the General Manager and Directors. The Mayor will also make comment on Council issues as required/recommended.
2. Council staff must only comment on matters of fact, and must not enter political debate or discussion.
3. If staff other than those listed above, receive media enquiries, they must be directed to the Communications Coordinator or Communications Officer immediately. These staff will assist with the enquiry and discuss with the General Manager and/or appropriate Director to determine a suitable response. All media responses must be approved by the appropriate Director and/or the General Manager prior to issue.

Where possible, media enquiries are to be emailed to the above staff so the exact nature of the enquiry can be established.

4. Positive media opportunities will be arranged by the Communications Section, with all information to be approved by the appropriate Director.
5. Wherever possible and appropriate, the Mayor will represent Council in media opportunities organised by Communications. If the Mayor is not available, he/she can nominate a Councillor or staff member to take part.
6. In some circumstances, including if a specific request is made by the media, Council staff such as Directors, Executive Managers, Managers and specialist staff, may participate in photographs and media articles or interviews. Prior approval must be granted from the General Manager or the appropriate Director.
7. The Mayor will give final approval for all media releases, which quote him/her directly.
8. All Council staff asked to provide background information to the General Manager, Directors, Executive Managers or Communications staff to assist with media enquiries must treat such requests with the appropriate degree of priority. This is to ensure media deadlines are met wherever possible.

Responsibility

The Executive Manager Corporate Support Systems is responsible for the implementation and monitoring of the Media Policy.

Effectiveness of this Policy

The policy will be reviewed in accordance with Council's adopted procedure for policy development and review to ensure the guidelines to manage effective relationships with media representatives are appropriate.

END OF POLICY STATEMENT