

# Media Policy

## Council Policy DCS 042



Policy Number	DCS042
Category	Communications
Strategic Plan Reference	Goal 3 and Goal 4
Approval date	11 December 2015
Minutes Reference	Council Meeting 11-12-15
Last Reviewed	11 December 2015
Next Review Date	31 December 2017

### 1. Purpose

To provide guidance for staff on how to respond to requests from the media and generate media releases.

### 2. Scope

This Policy applies to all staff and Elected Members representing Council in any forms of engagement with the Media.

This Policy does not prevent an Elected Member from making comments in the media about their own personal opinion.

### 3. Policy Objectives

- To ensure that all staff are clear on who can represent MacDonnell Regional Council to the Media.
- To ensure that messages coming from MacDonnell Regional Council are consistent, clear and reflect the views of our elected members and Executive Leadership Team
- To build the profile of MacDonnell Regional Council and promote the good work that we do

### 4. Policy Statement

All requests from the Media requesting Council's view/position should be immediately directed to the Communications Officer. The Communications Officer will coordinate a response with the appropriate delegates. The MacDonnell Regional Council authorises the Council President (President) and Chief Executive Officer (CEO), or their delegate, to speak on behalf of the Council.

Media releases should be drafted by the Communications Officer, with appropriate information supplied by the relevant Manager or Director.

The President and CEO will - on request - provide reports to Council regarding any media stories or releases issued on behalf of the Council. All media releases will be published on the Council's website.

Any MacDonnell Regional Council staff issuing a media release or making a statement to the media about the Council without appropriate delegation from the President or CEO is considered to be in breach of this policy.

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## 5. Legislation and References

Related Legislation	
Related Policies	<b>Council Code of Conduct, Staff Code of Conduct</b>
Related Procedures	
Associated Documents	<b>Communications and Engagement Plan, MacDonnell Regional Council Style Guide</b>

## 6. Delegation and Implementation

Delegate	<b>Chief Executive Officer</b>
Implementation Officer	<b>Communications Officer</b>

## 7. Administration

InfoXpert file number	
On Internet (Council Policy)	
On Intranet (Operational Policy)	