

	<b>POLICY - MEDIA STATEMENTS</b>	<b>4.5</b>	
		<b>Version</b> 1	<b>Date</b> 25/10/06
<b>Minutes Dated</b> 23 March 2009	<b>Approved By : Council</b> Decision No. 064/09	<b>Review Date -</b> As required	

## 1. OBJECTIVE

The objective of this policy is to ensure media statements are only provided by the Council's authorised delegate.

The media is a conduit to the public and a means by which Glamorgan Spring Bay Council can promote itself and its various projects and initiatives to the community through the use of interesting, factual and up-to-date information.

## 2. SCOPE

This policy incorporates all media statements whether verbal, written or in electronic format.

## 3. DEFINITIONS

**Media Statements** – means statements or responses to questions from the media whether verbal, written or in electronic format.

## 4. PROCEDURE

No statements shall be made to the media in the name of the Council other than by the Mayor or the General Manager or persons authorised by either of them so to do and be in line with Council Policy where applicable.

All media enquiries to staff should be directed in the first instance to the General Manager who will then contact the Mayor or relevant staff member.

Council officers may speak to the media or provide written media releases about specific projects and initiatives but should first obtain the approval of the General Manager who will consult with the Mayor prior to the granting of such approval

Councillors and Council staff are encouraged at all times to be proactive, as opposed to reactive in respect to releasing information to the community but shall only do so after consultation with the Mayor and General Manager.

Councillors and Council staff should treat all media outlets equally and should avoid giving one outlet preferential treatment. Media releases should be distributed to all media outlets at the same time (unless they have been prepared for a specific publication).

Media releases are to be prepared in the format approved by the General Manager, released on Council letterhead and provide a contact name and phone number at end of the release.

## **5. IMPLEMENTATION**

The policy will be implemented from time to time as required.

## **6. DELEGATION**

Delegations under this policy shall be as directed from time to time by the Mayor and the General Manager.

## **7. RESPONSIBILITY**

The compliance of this policy is the responsibility of the General Manager.

## **8. REPORTING**

Copies of Media statements are to be provided to all Councillors prior to or immediately following release.

## **9. STATUTORY REQUIREMENTS**

*Section 27 (1) (b) of The Local Government Act 1993.*

## **10. REFERENCES**

*Section 27 (1) (b) of The Local Government Act 1993.*

## **11. ATTACHMENTS**

N/A