

OFFICE OF THE CHIEF EXECUTIVE OFFICER

Media and Promotions

1.4.1

TITLE:	MEDIA
ADOPTED:	OMC 28 April 1998 – Page 12
REVIEWED:	OMC 17 October 2000 – Page 11 OMC 25 February 2003 – Pages 12 – 14 OMC 10 May 2007 – Pages 19 - 20 OMC 19 March 2009– Pages 25 - 31 OMC 16 December 2009 – Pages 17 – 18 OMC 15 March 2012 – Pages 96 – 103 OMC 27 March 2014 – Pages 94 – 99 OMC 17 December 2015 – Pages 110 – 121 OMC 14 December 2017 – Pages 1030 - 1043
ASSOCIATED LEGISLATION:	<i>Local Government Act 1995</i> <i>Local Government (Functions and General) Regulations 1996</i>
ASSOCIATED DOCUMENTS:	Media Release Form
REVIEW RESPONSIBILITY:	Media and Promotions Officer
DELEGATION:	

Previous Policy Number 1.3.1

Part A

Objective:

To provide a framework for Council and staff when liaising with the media and provide consistency of messages.

The objective of all media liaison should be to promote the positive image of the Shire, to provide effective media communication with the community and to provide a mechanism for the role of Council as the 'entity' and individual Councillors when requested to make media comment.

The Shire aims to provide timely, accurate information to the community through the media and to be open and transparent in its operations.

The value of the media to local government cannot be underestimated. This organisation should maintain a good working relationship with journalists and editors and endeavour to address media enquiries promptly.

Policy:

The Shire of Broome (the Shire) and the Council are committed to ensuring that it regularly communicates with the community by providing timely, accurate information through the media with respect to the undertakings and achievements of the organisation.

To achieve this objective:

- The Shire will provide regular media releases to all media outlets;
- Encourage Shire staff to incorporate the use of the media as part of their strategic plans to promote the efforts of their departments and ultimately the Shire of Broome.

The Media and Promotions Officer will manage all media liaison to ensure maximum impact, enhanced presentation of photo opportunities, radio and television coverage.

Part B

Definitions:

<u>Media</u>	Means all electronic and print media organisations including: <ul style="list-style-type: none">• Newspapers• Television• Radio• Magazines• Professional Journals• Freelance Journalists• News Websites• Social Media
<u>Media release</u>	Means a document intended for media to inform or promote any aspect or activity of the Shire

Media Spokesperson

In accordance with the *Local Government Act 1995* the Shire President is the principal spokesperson for the Shire and Council. The Shire President may choose to delegate the commentary position to a designated staff member or Councillor.

Media Releases

The principal method for the Shire to notify the media of events and activities is through a written media release. A media release request form is to be completed by staff and co-ordinated through the Media and Promotions Officer.

After a media release has been drafted it will proceed through the following approval process:

1. Relevant officer to check factual components;
2. Relevant Director to check context;
3. CEO to check from a potential liability and strategic context;
4. Shire President to have final approval;
5. Copies of media releases to be emailed to Councillors for their information; and
6. Copies of media releases to be emailed to all staff for their information.

Media Enquiries

The response will depend on the inquiry. The response may be in the form of a formal media statement, supplying quotes via email, an organised media briefing or direct interview by telephone or in person.

Shire Staff

On occasion, media representatives may contact Shire staff directly for comment. This is to be discouraged. The Media and Promotions Officer is the sole contact for all media enquiries and is responsible for co-ordinating all media contact. If media contacts a Shire officer directly, the officer must inform the journalist that it is Shire policy for the journalist to approach the Media and Promotions Officer.

Staff are not authorised to give comments on behalf of the Shire to media unless they are the contact on a media release or have been authorised by the Shire President or Chief Executive Officer.

If a staff member is approached to make a personal comment to the media they need to ensure that no connection with the Shire is evident within the interview. For example staff expressing a personal view should not be wearing a Shire uniform or be filmed or photographed near a Shire vehicle.

Staff members who use social media in their own free time are not permitted to appear to represent views of the Shire or to act as spokesperson on behalf of the Shire.

Councillors

The Shire President is the principal spokesperson for the Shire and Council as expressed in the *Local Government Act 1995*. Councillors are not to express a Council view, attitude or stance on any issue without approval from the Shire President.

A Councillor's right to express a personal opinion on any issue of public interest is recognised and it should always be made clear to the journalist that they are expressing a personal opinion.

Councillors should advise the Shire President of any comments made to the media to ensure a consistent, co-ordinated approach to media management is maintained at all times. The Shire President will then inform the Media and Promotions Officer.

The Media and Promotions Officer is to keep a record of all media enquiries.