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## MEDIA POLICY

<b>APPROVALS</b>	Council		
<b>POLICY NUMBER</b>	CORP-POL-070	<b>DOC.ID</b>	4491294
<b>CATEGORY</b>	Administrative		
<b>POLICY OWNER</b>	Brand, Media and Communications		
<b>APPROVAL DATE</b>	19 November 2019	<b>RESOLUTION NUMBER</b>	6364

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## OBJECTIVE

The purpose of this policy is to:

- Enhance and protect the image and reputation of IRC by maintaining positive relations with media;
- Ensure key information and messages are communicated in a professional, accurate, consistent and timely manner, and
- Demonstrate a commitment to the principles of local government set down in the *Local Government Act 2009*.

## SCOPE

This policy applies to all elected members, staff, contractors, consultants and volunteers and should be read in conjunction with Council's Media Relations Procedure.

## DEFINITIONS

### TERM / ACRONYM

### MEANING

Media	Professional organisations which communicate news and information widely to the public via print, online (includes web sites and social media), radio or television
Media statement	A written or recorded communication issued to the media to provide information from the organisation. This is normally in response to specific enquiries from the media.
Media release	A written or recorded communication issued to the media to inform them of information the organisation has deemed as possessing news value with the objective of achieving a positive promotional or publicity opportunity.
IRC	Isaac Regional Council

## POLICY STATEMENT

Isaac Regional Council acknowledges the important role local and regional media play in communicating key council policy and strategy messages to the community.

Such communications assist IRC in demonstrating its commitment to the principles of local government including transparency, effective service delivery, social inclusion and meaningful community engagement.

Chapter 1 Section 4 of the *Local Government Act 2009* lists the principles of local government as follows:

(2) The local government principles are—

- (a) transparent and effective processes, and decision-making in the public interest; and
- (b) sustainable development and management of assets and infrastructure, and delivery of effective services; and
- (c) democratic representation, social inclusion and meaningful community engagement; and
- (d) good governance of, and by, local government; and
- (e) ethical and legal behaviour of councillors and local government employees.

It is the policy of Council to provide relevant, timely and accurate comment and information to media outlets when requested.

To ensure such interactions protect and enhance the image and reputation of IRC, Council's Media Relations Procedure sets out protocols consistent with this policy and provides clear guidelines to elected members, staff, contractors, consultants and volunteers.

All media requests will be managed as per the Media Relations Procedure and are to be coordinated through the Brand, Media and Communication department.

## Guiding principles

The Brand Media and Communications Department will release approved media statements and media releases to communicate matters including, but not limited to:

- Approved policy and organisational decisions;
- Clarifying organisational strategic direction;
- Protecting the reputation and upholding the integrity of Isaac Regional Council or the region as a whole;
- To ensure transparency with the community; and
- To promote the achievements and activities of Council and the wider region which are in the public interest.
- If something is not in the public interest, Council may or may not remove and/or recall the article, acknowledging record keeping procedures and in line with Council social media and media procedures.

## Interacting with the media

Council staff, contractors, consultants and volunteers are not permitted to talk to the media about any Council-related matter without authority from the Chief Executive Officer (CEO).

The provisions of Council's Code of Conduct expressly state: "Employees and contractors are not permitted to make public comment on IRC business".

Parties are required to advise the Brand Media and Communications department immediately when approached by the media for information or comment, even when a previous delegation has been provided.

## Authorisations

The Mayor is the official spokesperson of Isaac Regional Council. At the Mayor's discretion this responsibility can be delegated to the CEO, another Councillor or a Director.

The CEO is the official spokesperson for all staff-related or organisational issues. The CEO, at their discretion, will delegate the responsibility to a Director where appropriate.

Councillors may comment on division specific issues and to the media on IRC's behalf with delegation from the Mayor.

Manager Brand Media and Communications, or nominee, may issue statements on behalf of the Council or act as an official spokesperson for the Council at the direction of the CEO.

## LEGISLATION AND RELATED GUIDELINES

- *Local Government Act 2009*

## REFERENCES

TYPE	DOCUMENT ID/NAME
<b>POLICY</b>	Code of Conduct
<b>PROCEDURE</b>	Media Relations Procedure
<b>TEMPLATES</b>	Media Release Media Statement