

POLICY No:	60
POLICY TITLE:	MEDIA POLICY
SECTION RESPONSIBLE:	CORPORATE & COMMUNITY SERVICES
MINUTE No:	1184/2199
REVIEW DATE:	30 SEPTEMBER 2012

1. STATEMENT OF INTENT

- To ensure all communication with the media is consistent, well informed, timely and appropriate.
- To clearly indicate Council's authorised spokespersons.
- To maintain positive relations with the media by providing them with accurate and timely information.
- To improve communication with internal and external customers and enhance Council's public image.
- To establish protocols and consistent methods for managing communication to the media to ensure relevant and approved comments.
- To limit the possibility of miscommunication and to maximise the effectiveness of staff by ensuring comments to the media are made only through authorised channels.

2. ELIGIBILITY

This policy applies to all employees and Councillors of Greater Hume Shire Council.

MEDIA POLICY

3. POLICIES

- Greater Hume Shire Council is committed to open communication to its community through the media. Council will be open and honest in its dealings with the media provided Council complies with its duty of care to protect confidential or personal information and does not infringe any laws in providing information.
- At all times Council will be honest and truthful with the media and its representatives will not knowingly provide information which is misleading or inaccurate.
- Council will make all reasonable attempts to deal with media enquiries promptly and accurately. Council will also try at all times to have relevant Council or staff representatives available to respond to the media in a timely manner.
- In dealing with the media, Council will treat organisations and their representatives equally and without bias.
- The Mayor is Council's official spokesperson on matters of policy and interpretation of Council's position or decisions. In the absence of the Mayor, the Deputy Mayor will be Council's spokesperson on these matters. At the discretion of the Mayor, the General Manager may be authorised to speak on such matters.
- The General Manager will be Council's spokesperson on all other matters. The General Manager may, however, direct staff members to speak to the media on matters relating to their particular area of responsibility. In all instances staff must give technical or factual information only and not in any way provide personal opinions.
- As elected community representatives, Councillors may express their personal view on any matter to the media, providing it is clearly understood that the views expressed are not necessarily the views of Council. Councillors may also represent Council to the media only when the approval of the Mayor has been given.
- Written statements to the media on behalf of Council, that is, Media Releases, must be approved by the Mayor and General Manager.
- Greater Hume Shire Council's newsletter "Community News" shall not be considered a media release in terms of this policy.

POLICY DOCUMENT CONTROL:

Media Policy		Adopted 26Sep07 Min 1184
Media Policy	Readopted, NO alterations	Adopted 17Feb10 Minute 2199