

Policy Name	Media
Policy Type	Governance
Policy Number	GOV11
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Renewal Date	January 2022



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Policy Name Media

SUMMARY

It is imperative that there be a consistency regarding messages with all media releases, live interviews, press articles and other media contacts in respect of the activities, policies and proposed future programs and projects of West Daly Regional Council.

This policy has been adopted to provide the required consistency of interaction with the media. For the purposes of this policy, "media" refers to all releases, public newspapers, magazines, television, radio and other journalistic outlets regardless of whether they are live to air or recorded.

POLICY STATEMENT

1. The official spokesperson for West Daly Regional Council is the Mayor.
2. In the event that the Mayor is unavailable, then the Deputy Mayor, Chairperson of the Local Authority Committee or a Councillor may respond in consultation with the Chief Executive Officer. If it is an administrative matter, then the Chief Executive Officer has the discretion to talk directly to the media if required.
3. During any general election of Council, the Chief Executive Officer will be the spokesperson between the date of calling for nominations until the poll is declared.
4. If a request for a media response is received from the media by the Chief Executive Officer, the request will be referred to the Mayor in the first instance

Darwin Office

Unit 1/70 Cavenagh Street, Darwin NT 0800 | GPO Box 3775, Darwin NT 0801 | Ph: 08 7922 6403

Email info@westdaly.nt.gov.au | www.westdaly.nt.gov.au | ABN: 25 966 579 574

and he/she will either respond or may select the appropriate person to respond.

5. No West Daly Regional Council employee is authorised to speak to the media on any Council issue without the prior approval of the Chief Executive Officer.
6. On those occasions when it is appropriate for an employee to talk to the media, then this will be either the Chief Executive Officer or a person appointed by the Chief Executive Officer to do so.
7. If it is necessary or expedient for the Chief Executive Officer to speak directly to the media to ensure the overall reputation of Council is protected and/or enhances, then they will do so.
8. When speaking to the media, an Elected Member shall ensure that they state their position and whether they are commenting as a private citizen providing a private viewpoint or as an Elected Member on behalf of Council.
9. While Elected Members often need to be responsive to community issues, they also need to adequately communicate the attitudes and decisions of Council. In so doing, Elected Members should acknowledge that:
 - a. As a member of Council, there is a respect for the decision making processes which are based on a decision of the majority of Councillors;
 - b. Information of a confidential nature must not be communicated;
 - c. Information relating to decisions of Council on approvals or permits should only be communicated by the Chief Executive Officer or delegate;
 - d. Information concerning adopted policies, procedures and decisions of Council is conveyed accurately;
 - e. Any expression of personal views must not indicate disrespect for Council, its decisions, processes or other Elected Members or employees.
10. Elected Members and Council employees are not to use or disclose information gained in the ordinary business of Council in a way that may cause significant damage or distress to any person, damage to Council interests or confer an unfair commercial or financial advantage to a person or business when dealing with the media.

When a significant event has occurred or is being planned or Council wishes to issue a media release to comment on a specific issue, then this release must be approved by the Chief Executive Officer and the Mayor. If the Mayor is not available, then the Deputy Mayor is to be contacted for approval. Copies of the media release will be transmitted to all members of Council.

TERMINOLOGY AND REFERENCES

REFERENCES

Local Government Act

Telephone, Internet and Computer & Social Media Usage Policy

FURTHER INFORMATION:

Chief Executive Officer

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