

MEDIA STATEMENTS COUNCIL POLICY

POLICY STATEMENT

To ensure factual press statements are made which clearly define Council decisions and policies and to maximise opportunities for Council to communicate with residents. This includes the following:

- to be proactive;
- communication with all Directorates to achieve positive media coverage;
- to be open and transparent and keep the public updated with what's happening;
- to respond to all queries where possible.

POLICY SCOPE

This policy applies to: Elected Members and City of Bunbury Staff.

POLICY DETAILS

The City of Bunbury takes a coordinated approach to all media enquiries. As such, the following procedures are to be abided by when dealing with various media outlets (i.e. radio, print and television)

1. Media Enquiries:

All media enquiries are to be directed to the Media and Communications Officer in the first instance. The Officer, in consultation with the Mayor and CEO will then contact the appropriate Department or employee, and determine if a response is appropriate. A response will be provided in the form of an email or interview.

2. Spokespeople

Once it is established that a response is warranted, the Mayor is the spokesperson for Council. If the Mayor is unavailable, the Deputy Mayor will be contacted.

Where the Mayor approves, the CEO will be the spokesperson for Council. A City Director, Manager or other officer may be the spokesperson on projects being undertaken, impending issues and campaigns, if deemed appropriate by the CEO. Directors may be the spokesperson on matters relating to operational, media campaign or routine matters in their areas of responsibility.

If a City of Bunbury staff member is approached to speak to the media or appear on camera, they should refer the matter to the Media and Communications Officer. It is important to establish whether the staff member is appearing or speaking on a personal level or representing the City. In order to regulate this, all requests should go through the Media and Communications Officer.

Under no circumstance is a member of staff (with exception of the CEO and Directors) to initiate contact with a representative of the media without having previously liaised with the Media and Communications Officer.

3. Media Coverage during Emergencies

Under emergency circumstances, critical incident management and disaster recovery, the above roles and procedures will not apply. All media or emergency enquiries are to be directed to the Mayor or his nominated representative.

COMPLIANCE REQUIREMENTS

LEGISLATION

- *Local Government Act 1995*

INDUSTRY

ORGANISATIONAL

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