



<b>Policy Type:</b>	Administrative
<b>Date Adopted:</b>	13 October 2009

<b>Policy No:</b>	CM178 (NEW)
<b>Date Last Reviewed:</b>	October 2009

<b>Legal (Parent):</b> 1. Local Government Act 1995 – Sections 2.8 (d) and 5.41 (f).
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<b>Legal (Subsidiary):</b> 1.
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ADOPTED POLICY	
<b>Title:</b>	<b>MEDIA STRATEGY</b>
<b>Objective:</b>	<b>To manage the City's media relations by employing publicly accountable proactive practices with the media in ensuring full and complete details of all issues relating to City activities are fairly promoted to the community, whilst ensuring the City's corporate integrity is maintained.</b>

- 1.0 All public statements, written or verbal, on behalf of the Council shall be issued by the Mayor. Where the Mayor agrees, the Chief Executive Officer, pursuant to Section 5.41(f) of the Local Government Act 1995, may speak on behalf of the City. The Chief Executive Officer may refer any issue to any of the following officers for comment:-
  - (a) Divisional Executives
  - (b) Departmental Managers
  - (c) Public Affairs Officer
  
- 2.0 Councillors are permitted to respond to the Media, but statements and comments made to the Media are to be identified as their opinion and view on the matter only and do not necessarily represent the position of Council. Councillors are not able to speak on behalf of the Council.
  
- 3.0 Routine Media Activity shall be handled by the Public Affairs Officer, who shall obtain approval from the CEO and/or Mayor. Routine Media Activity shall include but not be restricted to:
  - (a) Pro-active Press Releases of departmental activities;
  - (b) Liaison with journalists to provide background information of activities already being handled by the Media;
  - (c) Follow-up of material printed in newspapers by other sources such as Letters to the Editor;
  - (d) Liaison with printed and electronic Media as required to best promote Council and Community activities.
  
- 4.0 The Public Affairs Officer shall be the primary contact for journalists and Media personnel who attend Council and other meetings. This will include but not be restricted to:
  - (a) Assist members of the Media with follow-up information from Council meetings, in consideration of their deadlines;
  - (b) Attend Council meetings (when required) to be present in the Media Gallery as the link between the Media and Council;
  - (c) Liaise with Media related personnel (such as contract photographers) and provide them with the support and contacts required for a specified task.
  
- 5.0 Specified Media activities where the Public Affairs Officer will work in tandem with the Mayor and/or Chief Executive Officer include but are not restricted to:
  - (a) Any item of a controversial nature, being dealt with by Council, or potentially an issue to be dealt with by Council;
  - (b) Major pro-active announcements on Council direction/s.
  - (c) The Mayor and the Chief Executive Officer are authorised to outsource a media consultancy to deal with Council issues that are requiring significant explanation regarding the City of Canning's position, point of view or situation as necessary, or to deal with issues in (a) and (b) above.



- 6.0 Divisional Executives and Departmental Managers will assist the process of Media liaison by:
- (a) Ensuring information and support is available to the Public Affairs Officer, when researching material required by the Media;
  - (b) Provision of relevant expertise and co-operation to the Public Affairs Officer and/or the Media when appropriate approval/delegation has been obtained.
- 7.0 Media, especially local press, are to be included on guest lists to functions where their presence could have a supportive or relationship building effect. Functions include:
- (a) Liaise with Mayor for Media attendance at relevant functions.
  - (b) Professional body's awards, launches, accreditations etc.
  - (c) Citizenship ceremonies
- 8.0 Media activity will support and follow Council's Strategic Plan, enacting such events that will complement Council's public image and promotion of services for residents.
- 9.0 The following strategy shall apply for day-to-day dealings with the local press, in association with the overall Media policy:
- (a) The Mayor, Chief Executive Officer or Public Affairs Officer to be available to receive requests and provide appropriate background and follow-up to Journalists on current issues;
  - (b) Requests from Journalists will be responded to promptly and where possible, not delaying the information sharing process by lengthy waits on meeting outcomes;
  - (c) Councillors and staff will at all times endeavour to project a truthful and informative response to enquiries, in accordance with existing procedures and protocols;
  - (d) Efficiency monitoring of Media Liaison to be considered an ongoing process with built in performance indicators as developing needs demand;
- 10.0 A register of all media releases shall be maintained by the Public Affairs Officer under the direction of the Chief Executive Officer.
- 11.0 All media release issues from the City of Canning should be concluded with the name and position of the person who has authorised the statement.