

POL	MEDIA ACTIVITY	SCS1
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POLICY CODE:	SCS1
DIRECTORATE:	Community Services
BUSINESS UNIT:	Corporate Communications
SERVICE UNIT:	Public Relations
RESPONSIBLE OFFICER:	Manager, Corporate Communications
FILE NO.:	182/001
DATE FIRST ADOPTED:	15 April 1997
DATE LAST REVIEWED:	11 September 2014
ATTACHMENTS:	N/A
DELEGATED AUTHORITY REF.:	SCS1
VERSION NO.	2

Dates of Amendments / Reviews:	
DAPPS Meeting:	8 November 2006 26 July 2012 28 August 2014
OCM:	15 April 1997 14 December 2006 9 August 2012

BACKGROUND:

The City of Cockburn receives many media enquiries each week and many matters of interest to the community, which require a proactive and dedicated liaison with the media.

PURPOSE:

To ensure that the media receive prompt and professional responses from the City, and full details of all issues relating to Council activities, so that they are promoted to the community in a balanced way.

POLICY:

- (1) All public statements on behalf of the Council shall be issued by the Mayor or the Chief Executive Officer if the Mayor agrees, pursuant to Section 5.41(f) of the Local Government Act, 1995, with the further understanding that the Chief Executive Officer may refer any issue to any of the following officers for comment, when appropriate:-
- Divisional Directors
 - Departmental Managers
 - Manager, Corporate Communications

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- Media and Communications Officer
- (2) Statements made by Elected Members are to be identified as their opinions only and do not necessarily represent the position of Council.
- (3) Routine Media Activity shall be handled by the Media Communications Officer (reporting where necessary to the Manager, Corporate Communications). Routine Media Activity shall include but not be restricted to:
- Pro-active Media Releases
 - Researching and writing responses to media enquiries
 - Providing background information to journalists
 - Following up of material printed in newspapers by other sources such as Letters to the Editor.
 - Liaising with print and digital and broadcast Media as required to best promote Council and Community activities.
 - Developing and retaining good working relationships with relevant media.
- (4) The Media and Communications 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:
- Providing local media with Minutes and Agenda papers prior to the Council meeting.
 - Assisting members of the Media with follow-up information from Council meetings and other matters of interest, in consideration of their deadlines.
 - Attending Council meetings (when required) in the Media Gallery as the link between the Media and Council.
 - Liaising with Media related personnel (such as contract photographers) and providing them with the support and contacts required for a specified task.
- (5) Specified Media activities where the nominated Council Officers will work in tandem with the Mayor and/or Chief Executive Officer include but are not restricted to:
- Any item of a controversial nature, being dealt with by Council, or potentially an issue to be dealt with by Council.
 - Matters before a Committee which are being pursued by the Media.
 - Major pro-active announcements on Council direction/s.
- (6) Divisional Directors and Departmental Managers will assist the process of Media liaison by:
- Ensuring information and support is available to the Media and Communications Officer, when researching material required by the Media.

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- Providing relevant expertise and co-operation to relevant Media and Communications Officer and/or the Media when appropriate approval/delegation has been obtained.
- (7) Media, especially local press, to be included on guest lists where their presence could have a supportive or relationship building effect. For example:
- (8) Media activity will support and follow Council's Strategic Community Plan and Long Term Financial Plan, enacting such events that will complement Councils public image and promotion of services for residents.
- (9) The following strategy shall apply for day-to-day dealings with the local press, in association with the overall Media Activity policy:
- Forward appropriate documents to Journalists in readiness for Council meeting, prior to the meeting.
 - The Mayor, Chief Executive Officer or delegated Officer/s to be available to receive requests and provide appropriate background and follow-up to Journalists on current issues.
 - Requests from Journalists will be responded to promptly and where possible, not delayed by lengthy waits on meeting outcomes.
 - Elected Members and staff will at all times endeavour to project a truthful, positive, transparent and informative response to enquiries, in accordance with existing procedures and protocols.