

# REGIONAL COUNCIL OF GOYDER

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|  | <b>PRINT, RADIO AND<br/>TELEVISION MEDIA<br/>POLICY</b> | Department      | Governance |
|   |   | Version No:     | 1.2        |
|   |   | Adopted:        | Aug 16     |
|   |   | Reviewed:       | Dec 21     |
|   |   | Next Review:    | Dec 23     |
|   |   | Minutes Ref:    | 188/21     |
|   |   | Responsibility: | CEO        |

## 1. INTRODUCTION

This policy is designed to ensure that the Council is capable of effectively promoting and responding to media issues in a professional, timely and positive manner.

It is important that issues which are the subject of media interest are thoroughly assessed, the relevant facts established and an appropriate strategy developed prior to any comments being made.

The prime objective when initiating issues or responding to the media is to ensure that the information given will be accurate and effective.

The practices listed below must be adhered to, and will assist in ensuring that the desired outcome is achieved.

## 2. POLICY

- 2.1 The Mayor acts as the principal spokesperson for the Council, and close liaison between the Mayor and the Chief Executive Officer is essential for consistent reporting.
- 2.2 The Chief Executive Officer is the principal spokesperson for the Council in relation to all operational matters including the delivery of services and the implementation of Council policy.
- 2.3
- 2.3 Media enquiries are to be received direct by the Chief Executive Officer or the Mayor. The Chief Executive Officer may exercise discretion as to the issues in which to become personally involved or may nominate an alternative Council Officer on particular issues.
- 2.4 Officers so nominated / authorised to respond to the media should not comment until the related facts have been established, ie when the information is required by the media and, where possible, how it is intended that the information is to be used.
- 2.5 To ensure that there is a general awareness of the issues being canvassed, details of the information provided to the media are to be conveyed to the Chief Executive Officer, the Mayor and other staff as appropriate as soon as practicable.
- 2.6 The Chief Executive Officer will ensure that the Mayor, and the appropriate staff are kept informed of media enquiries, activities and outcomes as appropriate.

## 3. RECORDS

All records should be treated in accordance with Local Government GDS40.

## 4. AVAILABILITY

The public may inspect a copy of this document, without charge, at the offices of Council during office hours, and may obtain a copy for a fee fixed by Council. This document is also available on the Council website. [www.goyder.sa.gov.au](http://www.goyder.sa.gov.au)

## 4. REVIEW AND EVALUATION

This document shall be reviewed by the Council every two (2) years (or on significant change to legislation or aspects included in this policy that could affect the health and safety of workers).

**REGIONAL COUNCIL OF GOYDER  
PRINT, RADIO, TELEVISION, MEDIA POLICY V1.2**

**5. REVIEW HISTORY**

| <b>Document History</b> | <b>Version No:</b> | <b>Issue Date:</b> | <b>Description of Change:</b>                   |
|-------------------------|--------------------|--------------------|---|
|                         | 1.0                | 16/08/16           | Adopted.  |
|                         | 1.0                | 19/09/17           | Reviewed with no changes.                       |
|                         | 1.0                | 17/09/19           | Reviewed and adopted by Council 202/19          |
|                         | 1.0                | 19/11/19           | Reviewed with minor changes refer minute 254/19 |
|                         | 1.1                | Dec 2021           | Reviewed with minor changes refer minute 188/21 |