



## MEDIA POLICY

<i>Responsible Officer/s</i>	Chief Executive Officer, Community Interaction and Promotion Officer
<i>Relevant Legislation / Documents</i>	Local Government Act 1999 Social Media Policy
<i>Adopted</i>	19 May 2006
<i>Reviewed</i>	20 September 2023
<i>Next Review</i>	20 September 2027

### A. Purpose

Council recognises the importance of keeping the community informed on the decisions that have been made by Council and important topical matters that are affecting the Loxton Waikerie district. This recognition forms part of Council's core values.

It is recognised that the media plays a strong and active role in the dissemination of information to the community. The Council wishes to maximise the relationship with the media to allow accurate information to be disseminated as efficiently as possible.

### B. Principles

"Media" is defined as print, social media, radio and television outlets.

The Mayor and the Chief Executive Officer are the principal spokespersons for the council and media comment will be directed to the mayor in the first instance, for strategic and policy related matters. The mayor and/or the Chief Executive Officer may choose to delegate to another elected member or an officer on a case-by-case basis.

The Chief Executive Officer and Directors are more appropriately informed to speak to the media regarding operational matters. The Chief Executive Officer and Directors are also recognised as principal spokespersons for this purpose and may delegate this responsibility to other staff, on a once off basis or an ongoing or topical basis, depending upon the circumstances.

Any media comment made by elected members, other than in compliance with this policy, must be clearly expressed to represent the personal views of those elected members and not the official view of Council.

An authorised spokesperson will be made available at the request of the media.

Media releases and other communications will be initiated where there is perceived that a high level of interest exists in a decision of Council and approved by Director/Chief Executive Officer.

It is not the general practice of council to respond to letters to the editor unless directed to do otherwise by the Mayor or Chief Executive Officer. If correspondence is received by council seeking information a response will be provided. Members of the community are also able to present questions to a meeting of council during Community Question Time and Council staff will make every effort to be available to speak with people who have concerns.

Comment will not be provided to the media on matters listed on a current Council agenda to the degree that it could be perceived to influence the decision of Council until after the Council meeting at which the matter has been listed.

### C. Delegation

The Chief Executive Officer and Directors are delegated to action this policy to the degrees mentioned.

### D. Availability

This Policy will be available for inspection at the Council Offices at Loxton or Waikerie during ordinary business hours at no charge.

Copies of this Policy will also be available from Councils website: [www.loxtonwaikerie.sa.gov.au](http://www.loxtonwaikerie.sa.gov.au) or postal copies may be obtained from the Council Office free of charge.

### E. Document history and version control

Date	Version	Authorisation	Amendment Details
19/05/2006	1.0	Council Meeting 19 May 2006	First version
16/10/2009	1.1	Council Meeting 6 October 2009	Amended to note the review period is extended to that of every 2 years
17/02/2012	1.1	Council Meeting 17 February 2012	No changes noted
17/04/2015	1.1	Council Meeting 17 April 2015	No changes noted
17/11/2017	1.2	Council Meeting 17 November 2017	Extension to the review date to that of every 3 years, addition of document history and version control protocols to reflect the direction within the policy framework and clarification of the delegation to the Chief Executive Officer to speak to the media regarding operational matters of Council.
20/09/2023	1.3	Council Meeting 20 September 2023	Grammatical updates Transferred to new policy template. Community Interaction and Promotion Officer added as review officer.