

POLICY NAME: Communications and Media Policy

POLICY NUMBER: M0700

Date Adopted:	29 April 1997	Author:	Ken Murphy
Date Reviewed	16 August 2006	Author:	Gerard McConnell
Date Amended	12 December 2006	Author:	Sue Johnson
File Reference:	10/5/62		
Procedure Reference <i>(if applicable)</i>	1 Communications Strategy 2 Code of Conduct		
Objective	To have a clear understanding of the role of the spokesperson and his/her responsibilities when dealing with media and public relations. Deal openly and effectively with controversial, crisis and sensitive information. Utilise the media to its full advantage in promoting the efforts of Council and its achievements.		

Statement

For Narrandera Shire to achieve its vision to be highly recognised for its actions and decisions, and to foster a safe and vibrant regional community, it must be committed to effective and open two-way communication with its residents, ratepayers, elected representatives, staff and the wider community.

Policy

The Mayor is the official spokesperson on issues of policy, Council decisions and crisis management.

The General Manager is also the official spokesperson for major issues, crisis management and operational issues.

The role of official spokespersons is to conduct media and communication activities in accordance with Council’s Communication Strategy.

Staff and elected representatives are to deal with media only when delegated to do so by the General Manager or Mayor.

All media releases are to be controlled and distributed by the Communications Officer or the General Manager.

Official spokespersons are to obtain media briefing with communications staff / and or media experts prior to dealing with matters of major controversial nature and crisis management issues.

Review Dates: