

Media Procedure

Procedure Author	General Manager - Strategy & Corporate
Date of next review	May 2024

1. Purpose

This Procedure outlines the steps and responsibilities in assessing and responding to media enquiries and seeking proactive media opportunities.

2. References and Supporting Documentation

This Procedure is to be read in conjunction with the Media Policy.

3. Application

Mayor	Principal Spokesperson on strategic direction and initiatives, Council policy and decisions, significant matters of public interest and matters of civic nature, including civic events.
Chief Executive Officer (CEO)	May act as Spokesperson on Council's services and programs. Should the Mayor and Deputy Mayor be unavailable, the CEO can nominate a Spokesperson to represent Council.
Deputy Mayor	Act as Spokesperson for Council when the Mayor is unavailable.
Council Members	Ensure comments to the media represent the personal views as a council/community member and not on behalf of the Council unless authorised to do so as per the Spokesperson/s procedure outlined in 4.1.
Community Engagement & Experience (CEE)	Ensure appropriate procedures and guidelines are developed. To coordinate all media enquiries and opportunities related to Council by ensuring messages are factual, clear, timely and authorised as outlined in procedures 4.2 and 4.3.
Employees, Volunteers and Contractors	Direct media enquiries and proactive media opportunities to the Community Engagement & Experience (CEE) Team as outlined in 4.2 and 4.3. To ensure private statements to the media are restricted to comments on matters not directly related to Council decisions, policies or operations. To seek advice on the Media Policy and Procedures from CEE where necessary. Any concerns or breaches of this policy will be dealt with in accordance with the Worker Code of Conduct.
Independent Members	Direct media enquiries to the Community Engagement & Experience (CEE) Team as outlined in 4.2.

	To ensure private statements to the media are restricted to comments on matters not directly related to Council decisions, policies or operations.
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4. Procedure

4.1 Spokesperson/s

- 4.1.1 The Mayor is the City of Playford Principal Spokesperson.
- 4.1.2 If the Mayor is unavailable, the Community Engagement & Experience (CEE) team will approach the Deputy Mayor who has authority to act as delegated Spokesperson.
- 4.1.3 If neither the Mayor nor Deputy Mayor is available, the CEO will determine who the nominated Spokesperson will be.
- 4.1.4 The CEO may provide comment or respond to media enquiries on matters regarding Council's services and programs.

4.2 Media Enquiries

- 4.2.1 CEE is the contact point with media and will work to determine and understand each enquiry.
- 4.2.2 CEE will coordinate the response and approval process as per the Media Policy.

4.3 Proactive Media

- 4.3.1 CEE will coordinate all proactive media opportunities.
- 4.3.2 Depending on subject matter and Spokesperson, proposed media releases will be sent to the Mayor and/or CEO for approval prior to distribution.

5. Feedback

Your feedback on this Procedure is invited and can be directed to the Manager of Governance via email to governance@playford.sa.gov.au or by calling the Customer Contact Team on 8256 0333.

Administration use only

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Policy link	Media Policy
Procedure author	General Manager - Strategy & Corporate
Endorsed by	Council
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Legal requirement	N/A

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Date of current version 27 April 2021
Date of next review May 2024

Version history

Version no.	Approval date	Approval by	Change
1	April 2021	Ordinary Council Resolution No 4543	New Procedure
