

MEDIA SPOKESPERSON POLICY

Policy Statement

The Town of Mosman Park is committed to engaging with media personnel to enhance existing communication, and encourage a mutually beneficial two-way flow of information between the Town and media outlets.

Policy Details

The Town's Media Spokesperson Policy seeks to:

- protect the Town's reputation, image, values and brand
- ensure that all external communications between Town and the media and other key stakeholders are consistent with our corporate communication goals and objectives
- effectively integrate current marketing communication objectives and messaging with media relations to maintain a positive corporate image.

Policy Principles

1. The Mayor is the Town's official spokesperson and shall, at his/her discretion, represent the Town in official communications, including (but not limited to) speeches, comment, print, broadcast, online and social media.
2. The Mayor is the official spokesperson for the Town of Mosman Park. The CEO or Deputy Mayor may act in the spokesperson role when the Mayor is unable to (when and where appropriate). However, this delegation needs to come from the Mayor – either verbally or in writing (e.g. email).
3. Any media approaches to Councillors need to be first referred to the appointed spokesperson. In this instance, the Town's Marketing & Communications Advisor is to be copied into any correspondence for their awareness and media advice (if needed).
4. Any communications by the Mayor (or a delegated spokesperson of the Town) - whether undertaken in an authorised official capacity or as a personal communication - must not:
 - a. Bring the Town into disrepute;
 - b. Include or infer remarks that may be interpreted as harassment, bullying or defamatory towards other councillors, staff or community members;
 - c. Reflect adversely on a decision of Council;
 - d. Compromise the person's effectiveness or impartiality in their role with the Town;
 - e. Imply the Town's endorsement of their personal views; or
 - f. Disclose, without authorisation, confidential information i.e. items marked confidential, or discussed in Chambers in confidence as part of a confidential session for example in a Strategic Workshop.
5. Town of Mosman Park staff may not act as a media (or stakeholder) spokesperson on their area of expertise.
6. Town of Mosman Park staff may not contact a representative of the media on behalf of Town of Mosman Park, with the exception of the Town's Marketing & Communications Advisor.
7. If direct contact is made by a media representative to a Town of Mosman Park staff member or councillor, the staff member or councillor must make no attempt to engage in

conversation with the representative other than to say that the enquiry needs to be directed through to the Marketing & Communications Advisor.

8. Where the Marketing & Communications Advisor is unavailable to take the enquiry, the staff member records the name and contact number and ensures that the Marketing & Communications Advisor receives these details as a matter of priority.
9. Staff should not to distribute internal communications including corporate emails, talking points for councillors, content on the Town of Mosman Park intranet or staff information notices or newsletters, with members of the media or the general public.
10. All Town of Mosman Park media releases, responses and statements are written and dispatched by the Marketing & Communications Advisor only. Prior to dispatch, all media releases, responses and statements are approved by the Chief Executive Officer and Mayor.

Definitions

Staff pertains to Town officers and councillors

Media is more broadly defined than in traditional terms and is not an exhaustive list. It includes:

- Press (newspapers), radio and television
- Online – websites, social media, blogs, intranets
- Freelance journalists
- Editors, writers and copywriters for journals, newsletters, magazines

Governance References

Statutory Compliance	<i>Section 2.29 of the Local Government Act 1995 Regulation 3(1)(a)-(h) of the Local Government (Rules of Conduct) Regulations 2007 Model Code of Conduct</i>
Organisational Compliance	

Policy Administration

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Office of the CEO		Marketing & Communications Advisor
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2022		Yearly
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1	25 May 2021	OCM-077-2021
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