

Media Policy Review 2023 – Summary of Proposed Changes

Type	Description	Reason
Update	Transferred content to current Policy Template branding	To ensure consistent formatting across Council's policy portfolio
Update	Sections 1 & 2 (Scope and Purpose): Updated phrasing	To ensure the sections read consistently with Council's policy portfolio, and align with new OLG Model Media Policy direction
Addition	Clause 3.1 (Principles): Added section as found in OLG Model Policy Part 1	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy
Addition	Clauses 3.2-3.3 (Administrative Framework for Engagement with the Media): Added section as found in OLG Model Policy Part 2. From Model Policy template, selected Option 2 Media Coordinator led model.	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy. Selecting Media Coordinator led model ensures consistency with operational approach for Council's adopted Social Media Policy.
Addition	Clauses 3.4-3.7 (Who Can Engage with the Media): Added section as found in OLG Model Policy Part 3	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy
Update	Clauses 3.4.1 and 3.5.1: Provided specification that the CEO will serve as Council's spokesperson for operational and administrative matters, while the Lord Mayor will serve as spokesperson of the Governing Body of Council and its views.	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy
Addition	Clauses 3.8-3.10 (Standards of Conduct When Engaging with the Media): Added section as found in OLG Model Policy Part 4	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy
Addition	Clauses 3.11-3.12 (Use of Media During Emergencies): Added section as found in OLG Model Policy Part 5	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy
Addition:	Clause 3.11: Template Model Policy requires for councils to specify applicable staff to be responsible for coordinating media releases	To ensure OLG Model Policy template is completed as required to reflect

	during emergencies. Proposed to specify the Corporate Affairs Manager and Media Team Leader as being responsible.	Council operations
Addition	Clauses 3.13-3.14 (Media Engagement in the Lead up to Elections): Added section as found in OLG Model Policy Part 6	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy
Addition	Section 4 (Delegation): Added reference to applicable delegations	To ensure consistency with policy template requirements, and to support clarity in Policy implementation
Addition	Section 5 (Procedure): Added section heading	To ensure consistency with policy template requirements
Addition	Section 5 (Procedure): Added relevant procedural clauses taken from OLG Model Media Policy, references as follows: <ul style="list-style-type: none"> • Clause 5.1 & 5.1.1: Model Policy clause 7.1 • Clause 5.2: Model Policy clause 3.11 • Clause 5.2.1: Model Policy clause 3.12 • Clause 5.2.1: Model Policy clause 5.3 • Clause 5.3: Model Policy clause 3.13 • Clauses 5.4 & 5.5: From Model Policy 'Enforcement' section 	To ensure Council's policy framework aligns with recommended best-practice approach presented in new OLG Model Policy
Update	Section 6 (Definitions): Updated list of definitions to align with draft content	To improve clarity and accuracy, and to ensure consistency with applicable Council and legal standards
Addition	References table: Added list of relevant sources	To ensure consistency with Council's Policy Template

During the review Council officers further determined that certain clauses proposed by the OLG's Model Media Policy are not recommended to include in Council's Policy, as per the following reasons:

Proposed clause in the OLG Model Media Policy	Reason statement modified or not recommended to include in Council's Policy
Directed Councillor enquiries to Media Coordinator officer(s)	Draft CoP Policy clauses 3.6.2, 3.6.4, 5.3, and 5.4: Modified model statement to direct Councillor enquiries to the Corporate Affairs Manager, to ensure alignment with Authorised Staff Contacts for Councillors as set out in Council's Councillor and Staff Interaction Policy
OLG Model Policy clause 1.5(i): Under discussion of the role of the Media Coordinator, set out that the officer will <i>provide guidance to councillors approached by the media for comment to avoid communication of misinformation.</i>	Draft CoP Policy clause 3.3: To align with internal operations did not add provision; recommended for Councillors to continue using existing avenues to source information, such as through Councillor Support
OLG Model Policy clause 1.9 & 1.10: Regarding provisions for the Lord Mayor's engagement with the Media, set out that <i>If the Mayor is unavailable, the Deputy Mayor may act as the Council's spokesperson.</i>	Draft CoP Policy clause 3.5.2: To align with current organisational practices, modified model statement that the if the Lord Mayor is unavailable, Lord Mayor and CEO will determine an appropriate delegate to be the Council's spokesperson.