



Media Contact Policy

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Scope

This policy applies to the management of media for the City of Parramatta Council. This policy is supplemented by Council's Social Media Policy.

Purpose

- To ensure that high quality messaging is issued to media, consistent with Council's brand and formal position on strategic and operational matters.
 - To assist with the generation of positive media coverage and to protect and enhance the organisations' reputation.
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Definitions

Media	All forms of published content such as newspapers, radio, television and online, including social media
Spokesperson	The Lord Mayor or Chief Executive Officer or appointed delegate

Media Contact Policy		
Owner Manager Media and Communications	Area: Media and Communications	POL No:
Date of Commencement: 23 May 2016	Approval Authority:	Date Approved:
Amendment	Date of Next Review:	Review:

Policy

The Lord Mayor and Chief Executive Officer are Council's designated spokespeople. The Lord Mayor and Chief Executive Officer will co-operatively determine who is the most appropriate spokesperson on a case by case basis, in consultation with the Media and Communications team.

The Lord Mayor and Chief Executive Officer, may delegate to Council Directors or other staff to speak to the media on behalf of Council where appropriate especially in terms of being a subject matter expert. Staff are not to provide statements to the media directly.

All enquiries received by staff from the media must be referred to Council's Media and Communications team.

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