



Media Policy

Policy Number	21/02/2025/CO
Policy Category	Communications – Office of the Chief Executive Officer
Responsibility	Chief Executive Officer
Date to Take Effect	17 December 2025
Legislative Reference	Section 175 of the Local Government Act 2019
Policy Reference	Delegation Manual, Social Media Policy, Branding Policy, Council Staff Code of Conduct, Council Caretaker Policy
Next Review Due	4 years
CEO Adoption	

1. Purpose

- 1.1. This policy deals with the **protocols** governing direct interaction **with media** by Elected Members and East Arnhem Regional Council (EARC) employees.
- 1.2. The objective of this policy is to establish a known framework governing aspects of the interaction with direct media to provide consistency of messages and **clear communication to constituents and stakeholders** of EARC.

2. Application

- 2.1. EARC employees and Elected Members are encouraged to incorporate the use of the media as a vital communication tool for constituents and stakeholders, and to promote upcoming events, programs and services. Refer to the EARC Council Staff Code of Conduct.
- 2.2. From time to time, EARC may be asked to provide information to the media in regards to current and forthcoming events and Council's positions, programs and services.

3. Definitions

- 3.1. For the purpose of this policy, **media** will be **defined as all electronic and print media or material** including; newspapers, gazettes, television, radio, magazines, professional & freelance journalists, online forums, social media, and websites.

4. Responding to media enquires

- 4.1. The EARC, **Chief Executive Officer** will, in so far as possible, be the **first contact point** to liaise with the media. In their absence a person authorised by the Chief Executive Officer should be the first contact point. Information will be provided to support the President as requested.





5. Speaking on behalf of Council

- 5.1. In line with the EARC Delegation Manual – the **Chief Executive Officer will decide** who would be **the most appropriate person** to speak to the media or stakeholders, on a case by case basis.
- 5.2. All **official material** (speeches, video, and imagery) **must be approved** by the Chief Executive Officer.

6. Authorisations

- 6.1. Refer to the EARC **Delegation Manual – Public Relations** for approved media delegation.

7. Variation to this policy

- 7.1. This policy may be varied from time to time at the discretion of the Chief Executive Officer and/or Council.
- 7.2. To remain up-to-date with changing Media Trends and East Arnhem Regional Council needs and opportunities, the Media Policy will be reviewed every four years, unless operational or legislative changes trigger an earlier review.

Version Control

Version	Decision Number	Council Adoption Date
21/00/2012/CO	Res 006/2012	25 July 2012
21/01/2020/CO	Res 007/2020	26 February 2020
21/02/2025/CO	MOC 2025/196	17 December 2025

