



Promotion, Publicity and Media Liaison

1. RATIONALE:

The Council communicates with the media and the general public to disseminate its policies, objectives, plans and decisions, and to comment generally on local government and other pertinent issues that affect the South Wairarapa District.

2. PURPOSE:

To outline and explain Council policies, plans, projects, initiatives and decisions on promotion, publicity and media by preparing and issuing leaflets, advertorials, brochures, posters newsletters, website, social media releases, monthly columns in community papers, liaising generally with the various news media and issuing media releases, to inform and encourage ratepayers and the general public to communicate with the Council on issues of concern or in making representations and submissions.

3. GUIDELINES:

- 3.1 Statements and media releases to, and liaison with, the media are normally the prerogative of the Mayor or Chief Executive Officer.
- 3.2 Statements and media releases to, and liaison with, the media can be managed and coordinated by the Communications Manager, after approval from the Mayor or Chief Executive Officer.
- 3.3 Other senior Council officers may also respond to media enquiries when expert advice/information is required, but only after first consulting the Chief Executive Officer or their delegate and gaining approval from the Chief Executive Officer or their delegate to ensure consistency with Council policies and any previously stated views.
- 3.3 The production of leaflets, advertorials, brochures, posters and newsletters may only be effected with the approval of the Chief Executive Officer. This also applies to articles and items contributed to professional or like journals and publications.
- 3.4 Initiatives for publicity from Community Boards are encouraged to be reviewed by the Chief Executive Officer or their delegate to ensure there is consistency with overall Council policies and any legislative or legal constraints and requirements.

- 3.5 This Policy is at all times subject to, and is to be read recognizing:
- 3.5.1 Clause 6 of the Code of Conduct for Councillors, Community Board members and Standing Committees, which is entitled External Communications.
 - 3.5.2 Media or public comment page 21 of the Code of Conduct for Council officers.
- 3.6 Elected Members when speaking to the media are expressing their personal views on a matter and not necessarily Council policy.

4. POLICIES – GENERAL:

- 4.1 Notice of all publicly notified meetings of the Council, its Committees and of Community Boards including joint meetings of Community Boards, is provided to all Wairarapa news media and on the Council's website. This includes agendas and relevant reports. Copies are held at the Council office and the libraries in Greytown, Featherston and Martinborough as set out in Schedule 7(3) of Local Government Act 2002 and part VII of the Local Government Official Information and Meetings Act 1987.
- 4.2 Documents tabled at meetings are made available to media representatives in attendance at the relevant meeting. Copies of all such material are also available for public perusal at the Council office in Martinborough.
- 4.3 Media are invited, and encouraged, to attend Council ceremonies and functions, and where appropriate are provided with any background information and relevant documentation.