



**PERSONNEL POLICY
FOR THE MANAGEMENT OF**

ENVIRONMENT CANTERBURY

MEDIA POLICY - POLICY NO. 31

APPROVED BY: Dr Bryan Jenkins

DATE: 1 October 2009

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- 31.1 Coverage All employees of the Chief Executive of Environment Canterbury.
- 31.2 Purpose To ensure that reports to the news media are full and accurate and that Environment Canterbury's media profile is enhanced.
- 31.3 Rationale Media coverage of the Environment Canterbury policies and service delivery issues are an important part of public liaison and education.
- These issues must be placed before the public in an accurate and comprehensive way and therefore our media liaison needs to be both proactive and well organised.
- 31.4 Policy
- (i) The Chief Executive and Directors are able to comment on policy matters. Other employees asked for comments on policy should refer the request to the above managers. Section Managers may comment on technical matters in their specialist function, once they receive authorisation from the Chief Executive. Media requests for interviews should be channelled by the staff member approached, through the Communications and Marketing Section to the Chief Executive and Director External Relations.
- Employees below section manager level, when asked to comment on their specialist area, can comment once they have received approval from their Director/Chief Executive. Media requests for interviews should be channelled by the staff member approached, through the Communications and Marketing Section to the Chief Executive and Director External Relations.
- (ii) Employees who are specialists in their field of expertise must realise they could be contacted by media for quotable information and for background information.
- Employees should respond to inquiries from the media politely and promptly; they should follow the process set out in (i) above.

- (iii) Employees must be aware of the difference between comments on policy and providing information about their specialist areas.
- (iv) Employees who have regular contact with the media, or who are working in areas subject to media interest, should undergo media training. Speak to your Section Manager or the media advisor.
- (v) Employees are encouraged to identify issues of public interest and to actively seek to have them publicised. Consult your Section Manager and the Communications and Marketing Manager on ways to publicise those issues.