

 DISTRICT COUNCIL OF TUMBY BAY	POLICY# 10.10 Community News Publications POLICY AREA Community Facilities & Services	Version No:	1
		Issued:	Dec 2011
		Next Review:	2018 After Next Election

This policy is to give clear and concise direction in the publication and distribution of the Tumby Bay Community News (*the Community News*) which is edited and published by Council.

OBJECTIVES

1. To establish a means for Council, community non-profit groups and other governmental bodies to utilise *the Community News* for communicating with the community.
2. Ensure the widest possible distribution of *the Community News*.
3. Ensure *the Community News* is published in a manner consistent with all relevant State and Federal Acts including the *Local Government Act 1999* (SA), *the Copyright Act 1968* (Cth), *the Privacy Act 1988* (Cth) *the Defamation Act 2005* (SA) and the *Civil Liability Act 1936* (SA).
4. To provide guidelines for the Chief Executive Officer or his nominee when editing and publishing *the Community News*.
5. To have consistent editorial rules for *the Community News* so those submitting articles are in no doubt of the rules.
6. To provide a framework for Council and the community to promote the services and activities of Council, community non-profit groups and other governmental bodies for the benefit of the community.

INTRODUCTION

Editorial coverage in the local commercial news media plays an important role in meeting the objectives outlined above. However, such reporting will always be limited due to limits on space and distribution. Therefore, *the Community News* will ensure that the community remains informed of the services and activities available in the District Council of Tumby Bay area.

The Community News is an A4 size free newsletter which is published and distributed monthly as directed by Council. Printed copies are also available for pickup at local businesses (e.g. IGA Tumby Bay), Council office and are posted out to other smaller communities.

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In addition to print publication, *the Community News* is posted on the Tumby Bay Council web site to provide wider distribution and better access to information of benefit to the community (<http://www.tumbybay.sa.gov.au/site/page.cfm>). The Council website has a number of cross links which provide numerous other opportunities for wider distribution.

This distribution is designed to make *the Community News* readily available to every resident as well as to those who live outside the District Council of Tumby Bay area.

Council may from time to time publish other one-off newsletters such as those inserted in rates notices. All relevant provisions of this policy also apply to these newsletters.

CONTENT AND SCOPE

Scope

The Community News will inform the community about services, activities, events and other matters in an attractive, balanced, objective and accessible format.

Specific editorial goals are:

1. To raise the profile of, and seek feedback on, key issues of the community; promote Council's services; and encourage greater involvement by residents in local community and Council activities.
2. To better inform the community about community services, activities and events in an attractive, balanced and accessible format.
3. To provide a vehicle through which other non-profit community service agencies and government bodies can distribute information to the community.

Content of *the Community News*

The Community News may include any of the following material:

1. Articles written by Council staff.
2. Historical articles written and submitted by members of the community. Such articles must be no more than one A4 page (single sided) which will be printed as submitted.
3. Articles written and submitted by members of the community about a topic of relevance to the community. Such articles must be 250 words or less.
4. Advertisements written by community non-profit groups or other governmental bodies.
5. Advertisements written by commercial or for-profit groups or bodies *only where* such advertisements are designed to benefit the community.

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The Community News must include of the following material:

1. Complete minutes of any Council meeting which has taken place since the publication of the last issue of *the Community News*.

Criteria which all material appearing in *the Community News* and other newsletters must meet:

1. All articles, advertisements and other materials must relate to an issue relevant to the community.
2. All articles, advertisements and other materials must:
 - 2.1. promote a service, activity, event or non-profit group available to the community; or
 - 2.2. inform the community about Council matters, decisions or notices; or
 - 2.3. inform the community about other relevant matters, such as bushfire risks.
3. All articles, advertisements and other materials must abide by the Australian Press Council's General Statement of Principles 1-8 and Privacy Standards 1-7 as reproduced below and amended to suit the needs of this policy.
4. All articles, advertisements and other materials must not defame, denigrate or contain accusations against any person.
5. All articles, advertisements and other materials must not breach any applicable law, including the *Privacy Act 1988* (Cth) and the *Copyright Act 1968* (Cth).
6. All articles, advertisements and other materials must not contain any content which, in the opinion of the Chief Executive Officer or his or her nominee, is inaccurate, inappropriate or offensive.
7. All articles must be balanced and objective.
8. All advertisements must be identifiable as being advertisements.

Editorial direction for *the Community News* will be determined by the Chief Executive Officer in liaison with the Deputy Chief Executive Officer.

If an article, advertisement or other material submitted for publication does not meet the above content requirement and criteria standards, it must not be published. In all other circumstances, the Chief Executive Officer or his nominee has complete discretion as to whether an article submitted for publication (other than Council minutes) will be published in *the Community News*.

As a matter of course, the elected Councillors will exercise oversight of the content of *the Community News* as part of the Chief Executive Officer's performance review meeting or at more regular meetings if Council becomes concerned that the direction of *the Community News* is not neutral and is not meeting the requirements of this policy.

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While *The Community News* is encouraged to publish articles concerning services and events delivered or arranged by Council, such articles must not be used to promote the achievements or plans of a councillor or group of councillors or as a political platform by any councillor or member of staff.

By keeping the community well informed, *the Community News* will help to build pride in the Tumbly Bay Council area, celebrate and reinforce community cohesion and help boost perceptions of the Council and the community and the work they do.

AUSTRALIAN PRESS COUNCIL GENERAL PRINCIPLES

1. Publications should take reasonable steps to ensure reports are accurate, fair and balanced. They should not deliberately mislead or misinform readers either by omission or commission.
2. Where it is established that a serious inaccuracy has been published, a publication should promptly correct the error, giving the correction due prominence.
3. Where individuals or groups are a major focus of news reports or commentary, the publication should ensure fairness and balance in the original article. Failing that, it should provide a reasonable and swift opportunity for a balancing response in an appropriate section of the publication.
4. News and comment should be presented honestly and fairly, and with respect for the privacy and sensibilities of individuals. However, the right to privacy is not to be interpreted as preventing publication of matters of public record or obvious or significant public interest. Rumour and unconfirmed reports should be identified as such.
5. Information obtained by dishonest or unfair means, or the publication of which would involve a breach of confidence, should not be published unless there is an over-riding public interest.
6. Publications are free to advocate their own views and publish the by-lined opinions of others, as long as readers can recognise what is fact and what is opinion. Relevant facts should not be misrepresented or suppressed, headlines and captions should fairly reflect the tenor of an article and readers should be advised of any manipulation of images and potential conflicts of interest.
7. Publications have a wide discretion in publishing material, but they should balance the public interest with the sensibilities of their readers, particularly when the material, such as photographs, could reasonably be expected to cause offence.
8. Publications should not place any gratuitous emphasis on the race, religion, nationality, colour, country of origin, gender, sexual orientation, marital status, disability, illness, or age of an individual or group. Where it is relevant and in the public interest, publications may report and express opinions in these areas.

Any group or organisation which is established for, or relates to, any of these criteria is able to advertise on the basis of, and submit articles relating to, that criterion. The publication of such articles or advertisements will not constitute a breach of this principle.

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9. Where the Australian Press Council issues an adjudication, the publication concerned should publish the adjudication, promptly and with due prominence.

AUSTRALIAN PRESS COUNCIL PRIVACY STANDARDS

1. Collection of personal information

In gathering news, journalists should seek personal information only in the public interest.

In doing so, journalists should not unduly intrude on the privacy of individuals and should show respect for the dignity and sensitivity of people encountered in the course of gathering news.

In accordance with Principle 5 of the Australian Press Council's Statement of Principles, news obtained by unfair or dishonest means should not be published unless there is an overriding public interest. Generally, journalists should identify themselves as such. However, journalists and photographers may at times need to operate surreptitiously to expose crime, significantly anti-social conduct, public deception or some other matter in the public interest.

Public figures necessarily sacrifice their right to privacy, where public scrutiny is in the public interest. However, public figures do not forfeit their right to privacy altogether. Intrusion into their right to privacy must be related to their public duties or activities.

2. Use and disclosure of personal information

Personal information gathered by journalists and photographers should only be used for the purpose for which it was intended.

A person who supplies personal information should have a reasonable expectation that it will be used for the purpose for which it was collected.

Some personal information, such as addresses or other identifying details, may enable others to intrude on the privacy and safety of individuals who are the subject of news coverage, and their families. To the extent lawful and practicable, a media organisation should only disclose sufficient personal information to identify the persons being reported in the news, so that these risks can be reasonably avoided.

3. Quality of personal information

A media organisation should take reasonable steps to ensure that the personal information it collects is accurate, complete and up-to-date.

4. Security of personal information

A media organisation should take reasonable steps to ensure that the personal information it holds is protected from misuse, loss, or unauthorised access.

5. Anonymity of sources

All persons who provide information to media organisations are entitled to seek anonymity. The identity of confidential sources should not be revealed, and where it

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is lawful and practicable, a media organisation should ensure that any personal information which it maintains derived from such sources does not identify the source.

6. Correction, fairness and balance

In accordance with Principle 3 of the Australian Press Council's Statement of Principles, where individuals are singled out for criticism, the publication should ensure fairness and balance in the original article. Failing that, the media organisation should provide a reasonable and swift opportunity for a balancing response in the appropriate section of the publication.

A media organisation should make amends for publishing any personal information that is found to be harmfully inaccurate, in accordance with Principle 2 of the Australian Press Council's Statement of Principles. The media organisation should also take steps to correct any of its records containing that personal information, so as to avoid a harmful inaccuracy being repeated.

7. Sensitive personal information

In accordance with Principle 8 of the Australian Press Council's Statement of Principles, media organisations should not place any gratuitous emphasis on the categories of sensitive personal information listed in Principle 8, except where it is relevant and in the public interest to report and express opinions in these areas.

Members of the public caught up in newsworthy events should not be exploited. A victim or bereaved person has the right to refuse or terminate an interview or photographic session at any time.

Unless otherwise restricted by law or court order, open court hearings are matters of public record and can be reported by the press. Such reports need to be fair and balanced. They should not identify relatives or friends of people accused or convicted of crime unless the reference to them is necessary for the full, fair and accurate reporting of the crime or subsequent legal proceedings.

8. Complaints

The Mayor will receive complaints from persons concerned about possible breaches of this Editorial Policy ('complainants'). If the Mayor is of the opinion that the complaint is valid, after consultation with the Chief Executive Officer, then he shall refer that complaint to the Australian Press Council with a recommended course of action.

The Australian Press Council will receive and deal with complaints either directly from person or persons affected about possible breaches of these Standards, or via a referral from the Mayor, in the same way as it receives and deals with complaints about possible breaches of its Statement of Principles. Where the Australian Press Council issues adjudication in relation to these Standards, the publication concerned must prominently print the adjudication.

Should the complainant be dissatisfied with this outcome, or should the complainant not wish to bring his or her complaint to the Mayor or the Australian Press Council,

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he or she can lodge a complaint directly with Council pursuant to Council's Review of Decision Policy No. 2.07.

ADVERTISING

Decisions about whether to accept advertising from non-profit community service agencies and government bodies will be made by the Chief Executive Officer on a case by case basis. Advertising may be accepted from non-profit community service agencies in cases where its publication will be for the benefit of the wider community. Examples include notification of the bush fire danger period.

Advertising will not be accepted from commercial or for-profit ventures unless it is considered as advertising designed to benefit the community and the advertisement has been paid for in accordance to the fees set by Council.

PRODUCTION

The Community News will be laid out in-house by Council staff or by a third party depending on available resources at the time.

Production of *the Community News* will be overseen by the Chief Executive Officer. Where the Chief Executive Officer is unable to oversee production, he or she may nominate another person to perform this role. The following people are eligible for nomination:

1. Deputy Chief Executive Officer
2. Compliance Officer
3. Works Manager
4. Manager Environment Services.

Where the Chief Executive Officer nominates a nominee, the name of that person, his or her position in Council and the date of the issue of which he or she oversees production must be recorded in the Community News Editor Register.

The Chief Executive Officer or his nominee shall have complete control over the production of *the Community News*. Any part of a proposed publication which, in the opinion of the Chief Executive Officer or his nominee, could lead to a possible prosecution or litigation involving the Council, its officers or agents or which may conflict with Council policy shall not be published.

Due to last minute editorial decisions, no guarantee can be given that any article, advertisement or other material will appear in a particular issue of *the Community News*. The Chief Executive Officer or his nominee has final say on the content of all issues.

The design of *the Community News* should be maintained to a high standard, taking cognisance of the need to use colour schemes and typefaces that are easy to read and are suitable for internet as well as print reproduction.

Printing will be carried out in-house but may be carried out by an appropriate specialist external agency selected for its ability to supply at a competitive price.

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All publication expenditure must adhere to the Annual Budget.

ARCHIVAL DISTRIBUTION

An archival copy of each issue of *the Community News* will be placed on file in the Council's electronic filing system. Additionally, a hard copy of each issue will be kept on file for at least six months in Council's Administration.

Strategic Link:

Delegation:

Documentation: Nil

Authority: Adopted by Council: 13/12/2011 {Motion No:10c/122011}
 Reviewed by Council: 10/11/2015 {Motion No 7c/112015}

Certified Copy by Chief Executive Officer or approved Delegate	
SIGNED:	Date: ____/____/____