

**POLICY PURPOSE**

The Alice Springs Town Council wishes to convey a strong, consistent and positive image at all times.

Council wishes to ensure that only consistent and well informed statements are presented to the media.

**POLICY STATEMENT**

1. Council will do all that is reasonable to assist the media to report on Council's business and matters of public interest and will provide all media outlets with fair and equal access to Council information.
2. Council will keep the community informed of matters within its purview by providing information to the media and responding appropriately to media comment and enquiries concerning Council and its activities.
3. Council is committed in providing all media outlets with fair and equal access to such information.
4. All media statements and official comment made on behalf of Council should reflect the decisions made by Council as stated in its adopted resolutions or the positions taken by Council as articulated in its strategic and policy documents.
5. As a general principle, only the Mayor, the Chairpersons of relevant Committees or the CEO should make official comment to the media and its representatives.