

**ITEM A-CORP (26-2017)
CM 29/11/2018**

**CORPORATE & SHARED SERVICES OVERSIGHT
COMMITTEE REPORT ON THE REQUEST FOR COUNCIL
APPROVAL FOR THE RESCINDMENT AND REPLACEMENT
OF THE MEDIA POLICY FOR THE CITY OF EKURHULENI**

RESOLVED

1. **That** the Corporate & Shared Service Oversight Committee report on the request for Council approval to rescind and replace the Media Policy for the City of Ekurhuleni, **BE NOTED.**
2. **That** the Communications & Brand Marketing Department FACILITATES a Media Policy Capacitation Programme for all Councillors before the end of the 3rd quarter of the 2017/2018 Financial Year.
3. **That** the current approved Media Policy under item A-COM (2-2003) **BE RESCINDED.**
4. **That** the Media Policy attached to the report as Annexure A BE APPROVED.

1 PREAMBLE

Spread over 15.6% of Gauteng's land, the City of Ekurhuleni (herein after "CoE") houses 5.4% of the country's population and 29% of Gauteng province's population. Africa's first aerotropolis, this City has just reached its teens.

The region of Ekurhuleni (formerly the East Rand) was home to a number of good sized towns that had developed around the mines and whose charters date back nearly a century. Nine local administrations joined together to form Ekurhuleni - Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park/Tembisa, Nigel and Springs – along with two other councils, the Kyalami Metropolitan Council and the Eastern Gauteng Services Council.

The City of Ekurhuleni follows a mayoral executive and ward participatory system of local governance which ensures that governance is taken right down to communities. Ekurhuleni consists of 106 wards and is made up of 212 councillors of both elected (106 ward representatives) and proportional (106 councillors) representation. As such, all citizens within the metropolis are represented in decision making at all levels.

In its Mission Statement, CoE is committing itself to providing a sustainable and people-centred developmental service that are affordable, appropriate and of a high quality. Its main focus is on ensuring the social, environmental and economic regeneration of the metro and its communities, as guided by the principles of Batho Pele through the commitment of a motivated and dedicated team.

The mouthpiece of the CoE in this regard is the Communications and Brand Management Department. It is the responsibility of this Department to ensure that CoE's decisions and services are effectively communicated to members of the public.

The CoE strives towards fostering healthy relations with the media as one of its major stakeholders to ensure effective communication with its audiences because the media is among the many ways local customers and communities build their individual perceptions of CoE and the work it does in communities it serves.

This policy strives to reinforce council messages through identified persons to champion this strategic area. It aims to assist the administration and the political leadership in complementing the message by recommending designated spokespersons in order to avoid faceless interaction with the media.

Linked to this policy is a focused media strategy that seeks to build a credible voice for CoE with a central approach as well as analysing of messages and identifying available media opportunities to advance the interests of the people of Ekurhuleni.

The Media Policy outlines the process to be followed when dealing with any of the identified media. These include print and electronic publications as well as radio, television and online mediums.

The policy operates on the principle of respect for the free flow of information, transparency, open dialogue, accountability and media freedom. This policy is applicable where any contact is made with the media on behalf of or in the name of the CoE.

This policy excludes paid for advertising of the Co with regards to its tender, legal, human resources and other such notices.

ABBREVIATIONS

For the purposes of this Policy, unless the context indicates otherwise, the following terms will be defined as follows:

ABBREVIATIONS:	
CoE	City of Ekurhuleni of Ekurhuleni
EMPD	Ekurhuleni Metropolitan Police Department
COP	Chief of Police
DEMS	Disaster and Emergency Management Services
HOD	Head of Department
DH	Divisional Head
CCA	Customer Care Area
CRM	Customer Relation Manager
GPG	Gauteng Provincial Government

2 OBJECTIVE/PURPOSE:

The purpose of this policy is to:

- (a) Ensure professional, ethical and well-coordinated methods of communicating CoE messages. The policy exists to ensure that information disclosed by CoE is timely, accurate, comprehensive and relevant to all aspects of the CoE.
- (b) Indicate who is assigned to convey information to the media on behalf of CoE.
- (c) Provide an effective and efficient framework to facilitate the timely dissemination of information.
- (d) Promote public awareness and understanding of the CoE decisions, policies, issues facing the CoE, services and programs and new and emerging initiatives.
- (e) Provide employees with an understanding of the policies surrounding public statements and media relations and establish procedures for designated employees to use in providing timely and effective response to inquiries from the media.
- (f) Promote CoE's reputation and ensure consistency and professionalism in how the CoE and its designated employees communicate with the media
- (g) Ensure that an appropriate balance is struck between providing consistent and equitable access to public CoE proceedings and the effective and efficient conduct of these proceedings

3 APPLICATION

- (a) Local, provincial or national print outlets (e.g.: daily, weekly and community and student newspapers);
- (b) International outlets (regional and world bodies)
- (c) Radio and Television;
- (d) News Websites;
- (e) Wire services (SAPA, Reuters, Independent News);
- (f) Social Media;
- (g) Staff or authorized representatives of local internet information providers (web authors, bloggers, webcasters, etc).

4 SCOPE

- (a) This media policy applies to all employees of the CoE including its entities.
- (b) It covers all external news media including broadcast, electronic and print.

5 LAWS AND REGULATIONS GOVERNING COMMUNICATIONS IN MUNICIPAL AUTHORITIES

In fulfilling its constitutional objects, the CoE shall endeavor to comply with all applicable media laws within the Republic and internationally.

Section 16 of the Constitution of the Republic of South Africa, 1996 (No 108 of 1996) provides thus:

1. "Everyone has the right to freedom of expression, which includes:

- (a) Freedom of the press and other media;
- (b) Freedom to receive and impart information or ideas;

.....'

2. "The right in subsection (1), [however], does not extend to

- (a) Propaganda for war;
- (b) Incitement of imminent violence; or
- (c) Advocacy of hatred that is based on race, ethnicity, gender or religion, and that constitutes incitement to cause harm."

Section 32 of the Constitution guarantees everyone's right of access to:

"(a) any information held by the State; and (b) any information that is held by another person and that is required for the exercise or protection of any right."

EMM shall in light of the abovementioned constitutional framework, comply, amongst others, with the following applicable national laws which were designed to give effect to the international principles contained in these international instruments:

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- (a) Constitution of the Republic of South Africa, 1996 (No 108 of 1996)
 - (b) Broadcasting Act, 1999 (No. 4 of 1999 as amended)
 - (c) Criminal Procedure Act, 1977
 - (d) Employment Equity Act, 1998 (No. 55 of 1998)
 - (e) Films and Publications Act, 1996 (No. 65 of 1996 as amended)
 - (f) Hazardous Substances Act, 1973 (No. 15 of 1973)
 - (g) Electronic Communications Act, 2005 (No. 36 of 2005 as amended)
 - (h) Independent Broadcasting Authority Act, 1993 (No. 153 of 1993)
 - (i) Independent Media Commission Act, 1993 (No. 148 of 1993)
 - (j) Local Government: Municipal Structures Act, (No. 117 of 1998 as amended)
 - (k) Local Government: Municipal Systems Act, 2000 (No. 32 of 2000)
 - (l) Municipal Finance Management Act, 2003 (No 56 of 2003)
 - (m) Prevention and Combating of Corrupt Activities Act, 2004 (No. 12 of 2004)
 - (n) Promotion of Access to Information Act 2 of 2000
 - (o) Promotion of Equality and Prevention of Unfair Discrimination Act, 2000
 - (p) Protected Disclosures Act 26 of 2000
 - (q) Protection of Personal Information Act 4 of 2013
 - (r) Regulation of Interception of Communications and Provision of Communication-related Information Act 70 of 2002
 - (s) Labour Relations Act

6. EMM'S PRINCIPAL MEDIA CONTACT

- (a) The Communications and Brand Management is designated as CoE principal media contact and CoE spokesperson.
- (b) The Department has got expertise in media relations and on receipt of an inquiry, shall weigh each media inquiry to determine the best way to provide the necessary information.
- (c) The Department shall be responsible for conveying the official CoE position on issues of significance or situations that are particularly controversial or sensitive in nature.

Among others, the responsibilities of the Communications and Brand Management Department shall include the following:

- (a) To streamline and create an environment in which representatives of CoE can interact with all media on all issues of administration from technical to operations and legislative issues.
- (b) To ensure that CBM manages, strengthens relations and controls the flow of information between the organization and all media.
- (c) to provide employees with support for the dissemination of information to the media.

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- (d) To ensure that the CBM is informed of the details of all planned activities, projects, events and campaigns, 10 working days prior to the activity, to ensure proper media planning to support departmental initiatives.
 - (e) To ensure that the general photographs of departmental activities are the responsibility of the lead department. The CBM will take photographs for purposes of dissemination to the media or use in CoE newsletters only.
 - (f) to ensure that Media Tours, Media Conferences and Press Kits are facilitated by the department: CBM and the lead Department involved as per the issue, as the content is directed from the technical information and details provided by the Department.
 - (g) to ensure that before all Media Statements are forwarded to the media, proper consultation and verification of the technical aspects of the information is sought from the relevant department.
 - (h) to ensure that the Heads of Departments and or Departmental Senior Managers and Customer Relations Managers are consulted on operational issues in their departments or CCCs with regards to media enquiries.

PENALTY

- (i) Any CoE employee who disseminates information to the media inconsistent with the provisions of this policy, shall be guilty of an offence and shall, where applicable, be subject to disciplinary action.

7. PERSONS/OFFICIALS AUTHORISED TO SPEAK TO THE MEDIA ON BEHALF OF COE AND ITS ENTITIES

LEGISLATURE:

- (a) The Speaker of Council shall be the chief communicator for the Legislature.
- (b) The Speaker may delegate a representative to speak to the media on behalf of the Legislature.
- (c) The following members of the Legislature are authorized to speak to the media, on behalf of the Legislature, but only after consultation and/or authorisation by the Speaker's Office and the Media Relations Division:
 - i. Chief Whip
 - ii. Chair of chairs
 - iii. Portfolio chairs
 - iv. Delegated Spokesperson or representative
- (d) The Mayoral Spokesperson is authorised to speak on behalf of the Executive Mayor of CoE and the Mayoral Committee to all media.
- (e) The Department: CBM will provide the following support to the Mayoral Spokesperson:
 - i. Forwarding Press Releases generated by the Mayoral Spokesperson to all media.

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- ii. Covering all the Executive Mayor and the Mayoral Committee's events for the internal communication platforms and all media.
 - iii. Taking photographs of the Executive Mayor and the Mayoral Committee for dissemination to all media.

RESPONSIBILITY OF THE MAYORAL SPOKESPERSON

- (a) The Spokesperson for the Executive Mayor shall respond to all media enquiries relating to political and policy matters of the CoE, on behalf of both the Executive Mayor and the Mayoral Committee.
- (b) The Spokesperson for the Executive Mayor shall therefore ensure that:
 - i. councillors do not convey confidential information relating to CoE to the media. If such confidential information is conveyed without authorisation, the offending councillor shall be referred to the Rules Committee for a warning and appropriate action may be taken against the councillor concerned.
 - ii. the designated communication personnel for the Legislature responds to all media enquiries relating to the work of the legislature in the CoE, and on behalf of the Speaker of Council who is the head of the Legislature, where necessary.
 - iii. Ward councilors brief and liase with the Mayoral Spokesperson before liasing with any member of the media in relation to matters that concern the CoE.

PERSONS AUTHORISED TO SPEAK ON BEHALF OF EMM

- (a) The following designated councillors and officials have the right to communicate with the media on any issue on behalf of the CoE as per the objectives outlined in this Policy:
 - i. Executive Mayor
 - ii. Mayoral Spokesperson
 - iii. City Manager
 - iv. Chief Operations Officer
 - v. Head of Department: Communication and Brand Management
 - vi. CoE's Spokesperson
 - vii. Heads of Departments. Heads of Departments may, however, delegate this authority to the technical subject expert in their department.
The designated officials and councillors below may speak to the media, on behalf of the CoE, only in consultation with the Department: Communications and Brand Management:
 - (a) Ward Councillors
 - (b) Chief of the Ekurhuleni Metropolitan Police Department

(8) EMPLOYEES:

Guidelines for communicating with the media

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- (a) A reporter, producer or other news media may contact an employee for a number of reasons, such as to get information:
- i. about CoE.
 - ii. about a recent unexpected event such as natural disasters, thefts or arrests, accidents or injuries; customer or employee complaints; etc.
 - iii. or comment about an action or event that could impact CoE or changes in government or Municipal policies.
 - iv. on a topical story such as changes in local governmental officials or policies, problems or issues specific to the communities falling under the jurisdiction of CoE, etc.
- 11.1.1. The employee must refer all such media calls and/or enquiry to the Communications and Brand Management
- 11.1.2. The employee shall not engage the media and/or inform the reporter or media that CoE employees are not allowed to talk to reporters or that they first have to get permission to do so.
- 11.1.3. In such circumstances the employee shall instead, inform the reporter that, “CoE policy is to refer all media inquiries to the Communications and Brand Management” and provide them with contact details.
- 11.1.4. The employee shall at all times when taking a call or handling and enquiry from the media, be professional and courteous as the first impression given to the reporter may end up in the story published or the news segment broadcast.
- 11.1.5. The employee shall act within 24 hours to all media enquiries to ensure that the CoE meets the 48-hour standard media deadline as prescribed by the Media Ombudsman.
- 11.1.6. The employee shall immediately after being contacted by the media inform the Department of the media inquiry even though they have referred the media to the relevant Department/Division.
- 11.1.7. The employee shall not allow a reporter to compel him/her to answer questions on the spot as it is always beneficial to prepare in advance in order to provide accurate and relevant information.

Guidelines for seeking media coverage

- 11.1.8. In circumstances in which an employee believes that there is a positive CoE news story to share with the public, such employee shall contact the Department of Communications and Brand Management as it is the only department authorised to distribute CoE news releases, pitch coverage of particular events or hold news conferences.
- 11.1.9. The employee shall not contact a reporter directly without first consulting the Department of Communications and Brand Management.
- 11.1.10. The Department: CBM shall work with the employee to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters shall be considered to determine if the story is newsworthy as some news items may only be appropriate for internal publicity such as the CoE Newsletter or Notices.

Guidelines for communicating personal matters with the media

Individual employees may speak to the media as private citizen/s; however, they are not authorised to speak on behalf of the CoE unless explicitly designated by their HOD, or

the HOD: Communications and Brand Management. For employees who choose to contact, initiate or respond to news stories as private citizens with respect to any issue that relates to the CoE, the following applies.

- (a) Letters may not be prepared on CoE time, be distributed on Council stationery/letterhead or mailed at CoE expense;
- (b) Telephone or email contact may not be made using CoE equipment or on CoE time;
- (c) Responses or letters shall not include the employee's official title/position or intimate that the response is made on behalf of the CoE;
- (d) Employees must first notify their HOD or the HOD: Communication and Brand Management of their intention to contact the media prior to doing so. The employee must meet with their respective HOD prior to the contact with the media. The purpose of the meeting is to review the issues which the employee intends to discuss with the media to provide an opportunity to discuss the approach to be used in the contact with the media; and
- (e) During the meeting, it will be emphasised that employees are personally accountable for any comments made to the media. The employee will be reminded that, should he or she proceed to contact the media, he or she will make it clear that comments are being made in his/her personal capacity and not on behalf of the CoE or his/her capacity as CoE employee'.

9. PERSONNEL AND LITIGATION MATTERS

- (a) The business conducted by the CoE is a public function, and is therefore subject to Municipal Finance Management Act, 2003 and other applicable legislation.
- (b) CoE shall in general not discuss personnel matters or those subject to litigation with the media in order to safeguard CoE's interests in this regard.
- (c) However, inquiries regarding matters such as litigation and personnel must be referred to the HOD: Human Resource Management, HOD: Corporate and Legal Services or HOD: Communication and Brand Management.

10 AFTER HOURS ENQUIRIES

- (a) Media enquiries after hours must be directed to the following persons:
 - i. CoE Spokesperson,
 - ii. Mayoral Spokesperson, or
 - iii. HOD Communications and Brand Management
 - iv. City Manager.
- (a) Such media enquiries may only be responded after consultation with the relevant department taking into account the media deadlines.
- (b) If the CoE Spokesperson is unavailable to take media enquiries, then the query must be directed to the HOD Communications and Brand Management and/or the Mayoral Spokesperson.

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- (c) In the case of a crisis and/or sensitivity on a particular issue, the CoE Spokesperson shall in consultation with the Mayoral Spokesperson, and the HOD: Communication and Brand Management and other key stakeholders involved determine the course of action.
 - (d) Depending on the severity of a matter, the HOD: Communication and Brand Management shall, before responding to such media inquiry, notify the City Manager, and/or the relevant Head of Department, and the Mayoral Spokesperson who may contact the Executive Mayor as well as the relevant Member of Mayoral Committee.
 - (e) The Ekurhuleni Metropolitan Police Department and the Disaster and emergency Management Services Departments must, respectively notify the HOD Communications and Brand/CoE Spokesperson on all media inquiries cases they are attending to.

(a) PRINT MEDIA ENQUIRIES

- (i) Journalists or media practitioner must be advised to send their enquiries in writing through the designated media spokespersons of the CoE, to ensure effective and prompt response to issues.
- (ii) All media enquiries and responses from Departments must be requested in writing, directly to the Communications and Brand Management Department.
- (iii) Enquiries will be recorded in a centralized filing system before being submitted in writing, to the relevant Head of Department (or designated official) dealing with the matter for a response.
- (iv) Deadlines must be specified on the Media Enquiry template so that the CoE is aware of when the journalist or media practitioner require a response. Deadlines will vary according to whether it's a daily, weekend or weekly publication. The maximum standard for response time is within 24 hours from receipt of the media enquiry. Urgent media enquiries must be responded to within 8 hours.
- (v) The relevant Head of Department (or designated official) must forward their response to the enquiry in writing to the Department: Communications and Brand Management as per the deadline stipulated
- (vi) If the Head of Department or delegated official is unable to meet the deadline, the CoE Spokesperson must be contacted with immediate effect so that proper and/or alternative arrangements can be made with the relevant media house.

(b) PRINT MEDIA INTERVIEWS:

- (i) Where a specific newspaper requires an interview with a department, the Department: Communications and Brand Management will facilitate such an interview with the media, in consultation with the relevant department and/or Mayoral Spokesperson.
- (ii) If an enquiry pertains to the Legislature, the Speaker's office will be responsible for handling such media enquiry and shall be supported by the Department: Communications and Brand Management.

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- (iii) A member of the Department: Communications and Brand Management must request questions or issues to be raised by the media prior to the interview and prepare a briefing document for the relevant department.
 - (iv) The Department: Communications and Brand Management will forward written responses to all media enquiries except in exceptional or crisis situations. In a crisis or exceptional case, the Media CoE Spokesperson shall respond verbally, telephonically or electronically to a media enquiry.
 - (v) All enquiries and responses must be recorded in the municipality's archives system as well as the Communication and Brand Management Department filing system to ensure accessibility and management of information released by CoE to the media.

(c) BROADCAST MEDIA (RADIO AND TELEVISION) INTERVIEWS:

- (i) All requests for interviews pertaining to CoE must be directed to the Department: Communications and Brand Management.
- (ii) The Department: Communications and Brand Management will arrange interviews with the relevant Head of Department, and/or any other designated official.
- (iii) The Department: Communications and Brand Management will be responsible for planning the interview, to ensure that interviewees are adequately prepared prior to the interview. This will ensure that the correct officials, with the relevant technical information, are interviewed. Logistical arrangements in terms of venue, time etc. will also be facilitated by the Department: Communications and Brand Management.
- (iv) The Department: Communications and Brand Management can provide a copy of the recording only when requested by the relevant CoE department or CoE Spokesperson. The Department: Communications and Brand Management is not responsible for the final costs of the copy of the recorded interview
- (v) All requests for interviews pertaining to the Executive Mayor or Members of the Mayoral Committee shall be directed/submitted to the Mayoral Spokesperson.
- (vi) The Mayoral Spokesperson shall plan for the interview, to ensure that the Executive Mayor or Members of the Mayoral Committee are adequately prepared prior to the interview. Logistical arrangements in terms of venue, time etc. must be facilitated by the Mayoral Spokesperson.
- (vii) All requests for interviews pertaining to the Legislature shall be directed/submitted to the Speaker's Office by the Department: Communications and Brand Management.
- (viii) The CoE Spokesperson will plan for the interview, to ensure that interviewees are adequately prepared prior to the interview.

(d) PRESS CONFERENCES / MEDIA BRIEFINGS

- (i) Press conferences by CoE/Departments shall only be organised in consultation with and/or with the approval of the HOD: Communication and Brand Management, or the Mayoral Spokesperson and the Speaker's Office.
- (ii) The CoE Spokesperson and/or the Mayoral Spokesperson, in collaboration with the relevant department, will prepare content for the press kits. The packaging of that content shall be the responsibility of the lead department.
- (iii) The Department: Communications and Brand Management will keep a record of all press conferences and press kits in the central filing system for duration of 12 months for future referencing and any other important use such as in a case of a legal matter.
- (iv) Although, Press Conferences shall only be facilitated by the CoE Spokesperson, Mayoral Spokesperson or the HOD: Communication and Brand Management, line departments would be responsible for providing the technical details on the subject matter.

MEDIA MONITORING AND ANALYSIS

(a) The Department: Communications and Brand Management shall provide all Departments with daily news briefs as well as a Rapid Response analysis of the news coverage and recommendations pertaining to CoE affairs.

(b) The Department: Communications and Brand Management shall provide Departments with news clippings and audio via electronic platforms as and when required (or requested), bearing in mind that some of these will have cost implications.

(c) The Department: Communications and Brand Management shall share media analysis reports with the Communications Forum on a monthly basis for effective planning and continuous review of media impact and share of voice.

(d) Corrective press statements for all negative or incorrect media articles shall be written by the Department: Communications and Brand Management, in consultation with the relevant department, and shall be forwarded to the relevant media house for publication.

16 MEDIA TRAINING

The Department: Communications and Brand Management shall be responsible for coordinating and securing media trainers for Members of the Executive, Legislature and Senior Management and other relevant officials within CoE.

MEDIA ENQUIRIES / INTERVIEW GUIDELINES:

WHEN MEDIA CALLS:

When a staff member receives a media enquiry s/he shall immediately forward such a media query to the Department: Communications and Brand Management, who shall conduct the following:

- (a) Negotiate time to prepare.
- (b) Ask the journalist/enquirer the following questions:
 - a. Reporters Name;
 - b. Media Organisation;
 - c. Topic/Subject of enquiry
 - d. Story Angle;
 - e. Deadline for the response and negotiate where necessary;
 - f. Contact details and/or Phone Number;
 - g. If the interview will be Live or recorded;
 - h. What is the format of the programme or publication; and
 - i. When will the story be published or broadcasted.
 - j. The designated staff member shall immediately inform the Communication and Brand Management Department of the inquiry and:
 - k. Furnish only relevant information to the Department: Communications and Brand Management
 - l. Assist in formulating a response by anticipating questions and frame a response; and
 - m. Brief the relevant HOD of the enquiry and progress of response.

SPOKESPERSON / INTERVIEW TIPS:

The spokesperson for CoE shall ensure the following when considering a media enquiry:

- n. Make time to prepare for the interview and consult with relevant Department and/or official/s;
- o. Consider key messages and objectives of the subject matter
- p. Anticipate questions and plan appropriate responses thereof
- q. Be truthful and shall not lie;
- r. Seize/create opportunities to communicate key messages;
- s. Pace him/herself, and shall not speak too fast or too slowly and shall communicate the message clearly;
- t. The messaging shall be straight to the point and factual;
- u. Shall not communicate off the record, as everything that s/he communicates can be quoted; and
- w. Shall not speculate, and if s/he is not certain, shall offer to provide or clarify the facts at a later stage

17 SOCIAL MEDIA

Is dealt with in the CoE Social Media Policy, which focuses on the following:

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- (a) It is the policy of the City of Ekurhuleni to manage the social media communications by its employees and manage the image of the City through the implementation of a Social Media policy;
 - (b) Social media refers to channels that can include blogs, wikis and social networks such as Facebook, Twitter, YouTube, Instagram, Tumblr and LinkedIn. However, there are many more and others are still evolving. This policy covers the broad spectrum of social media platforms that are currently available and will be available in the near future.
 - (c) The use of social media platforms has been gaining acceptance in all spheres of government around the world. This provides an opportunity for a two-way communication between government and citizens, partners and stakeholders; where the frequency and speed of engagement has increased.
 - (d) Social media presents new challenges though as citizens' expectations need to be address, differences in communication culture explored, all the while navigating the line between official and personal use.
 - (e) In order to manage the aspect of Social Media communication, the CoE has developed a comprehensive policy Social Media therefore all aspects that relate to Social Media users must refer to the Social Media Policy provisions.

18 COMMUNITY SAFETY

The Disaster and Emergency Management Services, EMPD, Legislature and Executive Mayor's office shall comply with this Media Policy.

DISSEMINATION OF INFORMATION BY EMPD

- i. Members of the EMPD shall adhere to the following framework when disseminating of information to the media:
- ii. The Chief of Police shall have the responsibility of disseminating all operational information to the media and may delegate this responsibility to a senior officer within EMPD who may in turn delegate the authority to other officers within the department.
- iii. All operational information intended for the media shall be planned and communicated to the Department: Communications and Brand Management simultaneously with the release to all media, in order to ensure that there is no conflicting messages or excessive volumes of media statements on the same subject matter.
- iv. In the case of an emergency or crisis, the responsible officer in the EMPD or the EMPD Spokesperson shall immediately inform by email/telephone or bring to the attention of the Department: Communications and Brand Management such media communication for information purposes. Any matter relating to this policy shall be directed to the Department: Communications and Brand Management, which will be compelled to apply the provisions of the CoE Media Policy when formulating a response.
- v. An officer with the rank of the Chief Superintendent may with the pre-approval of the Chief of Police provide factual information about an

incident not referred to in 1 above, if the information is required as a matter of urgency by the news media. This does not include information regarding policy issues, which can only be released with the approval of the Chief of Police.

- vi. The provision of factual information relating to an incident includes verbal information to news correspondents of the print media, as well as radio and television interviews.
- vii. written media statements relating to an incident or media inquiry shall only be released with the approval of the Chief of Police or any official with delegated authority, and shall be forwarded to the Media Relations Division for noting.
- viii. The following information may not be released, unless authorised by the Chief of Police or his delegated official:
 - ix. The identity of a suspect prior to arrest unless such information would aid in apprehending the suspect or serve to warn the public of potential danger. This information, however, should not be released unless sufficient evidence has been established and a warrant of arrest has been obtained for his/her arrest.
 - 1. The identity of any victim involved in domestic violence or any related information, which, if divulged, could lead to the revelation of the victim's identity or put their life at risk or in personal danger.
 - 2. The identity of victims or witnesses if such disclosure would prejudice an investigation to any significant degree, or if it would place the victim or witnesses in personal danger.
 - 3. The identity of any juvenile who is a suspect or defendant in a case subject to the jurisdiction of the juvenile court.
 - 4. The identity of any critically injured or deceased person prior to notification of their next of kin.
 - 5. The results of any investigative procedure such as line-ups, polygraph tests, fingerprint comparison, ballistic tests or other procedures. (Confirmation of the test or line-ups can be communicated without revealing the outcome/results).
 - 6. Information, which, if prematurely released, may interfere with the investigation or apprehension of a suspect, such as the nature of leads, specifics of modus operandi, details of the crime known only to the perpetrator and law enforcement personnel, or information that may cause the suspect to flee or more effectively avoid apprehension.
 - 7. Information that may be of evidentiary value in criminal proceedings.
 - 8. Speculations on a specific cause of death unless officially determined by the medical examiner or post-mortem.
 - 9. The home address or telephone number of any member of the department handling a particular case.

b. PUBLICISING INFORMATION RELATING TO POLICE ARREST

- i.** Following arrest or issuing of an arrest warrant, it is permissible to release:
 - ii.** The accused's name (the name of the accused can only be released once s/he is formally charged at his/her first court appearance), age, sex residence, occupation and marital status.
 - iii.** The time and place of arrest, whether pursuit or resistance was encountered, whether weapons were used, charges placed against the suspect and description of contraband seized.
 - iv.** The identity of the arresting officers and the duration of the investigation unless the officers are engaged in undercover operations.
 - v.** The information below following an arrest and formal charging of a suspect shall not be released without the express permission of the Chief of Police or his delegated official.
 - vi.** Prior criminal conviction record, character or reputation of an accused.
 - vii.** Existence or contents of any confession, admission or statement of a defendant, or his failure or unwillingness to make a statement.
 - viii.** Identity, statement or expected testimony of any witness or victim.
- i.** Special Considerations
 - ix.** Members of the EMPD shall extend every reasonable courtesy to news media representatives at incidents, accidents and crime scenes under the control of the SAPS. This may include closer access of media/personnel and equipment than available to the general public to the degree that it does not interfere with law enforcement, the investigation of the crime, the movement of traffic or endanger any other person. As such:
 - x.** News media representatives shall not be denied access to any area solely because of the possibility of injury or death. However, if this is the only consideration, the media representative(s) should be advised of the danger so they could use their own discretion.
 - xi.** The officer in charge of an incident scene shall consider allowing access to the news media by means of an officer escorting the media personnel to the area in order to allow for media coverage without disturbing any of the physical evidence of the incident. The exercising of this discretion shall depend on circumstances at each scene of the incident as well as the discretionary powers vested on the officer in charge or concerned.
 - xii.** Daily administrative reports of criminal activity shall be made available on a routine basis to media representatives within the CoE jurisdiction, or any person outside CoE at the request of such information. The information shall only be released by a member authorised to do so by the Chief of Police.
 - xiii.** All employees of the EMPD shall at all times endeavor to be courteous and cooperative when dealing with members of the news media as well as with all other individuals or groups requesting information.

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- xiv. No member may confiscate a camera or other equipment of a member of the news media.

c. General

Any member of the EMPD who disseminates information to the media not consistent with the parameters set out in this policy, or who contravenes any prescription contained in the relevant policy, shall be guilty of contravening departmental policy and will be subject to a disciplinary action.

B. DEMS

Members of the DEMS shall adhere to the following Policy framework when disseminating information to the media:

- d. The Head of DEMS or the delegated official shall have the responsibility of disseminating all operational information to the media. All operational information released to the media shall be copied to the Communications and Brand Management Department of the CoE for information purposes. Any matters relating to CoE Policy will be dealt with in line with the provisions of the CoE Media Policy.
- e. The Head of DEMS may delegate his/her authority to disseminate information to the media to other senior staff members within the Department.
- f. Although this authority may be delegated, the Head of DEMS shall, however, remain the contact person and may be contacted at any time that a major event occurs within the area of jurisdiction of the CoE. A major event pertaining to this Policy, means any occurrence such as a disaster, natural catastrophe or serious incident, which is likely to create significant public interest, may require a multi-disciplinary response, and may involve the media, politicians and may result in economic disruptions such as major road and airport closures, which will require a prolonged presence or visibility of Emergency Service personnel to conclude the incident and to keep the media properly informed.
- g. The DEMS spokesperson or the Head of DEMS shall liaise with the Department: Communications and Brand Management on clarity of roles should there be a need to clarify who assumes responsibility for media interaction regarding a specific incident.
- h. Any staff member with the rank of Senior District or higher, may with the approval of a senior officer designated by the Head of DEMS, provide factual information about an incident, provided the provision of the information is required as a matter of urgency by the media. This does not include information regarding policy issues, which can only be released after approval from the Head of DEMS and in liaison with the Media Relations Division and CoE Legal Department.
- i. The provision of factual information includes verbal information to news correspondents of the print media, as well as radio and television interviews relating to an incident.

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- j. Written press statements shall be released only following approval of the Head of DEMS or his/her designee.
 - k. Information that may not be released, unless authorised by the Head of DEMS or his delegated official includes, amongst others:
 - l. The suspected cause of a fire where arson is being investigated.
 - m. The identity of any person or organisation suspected of committing arson.
 - n. The identity of any deceased person prior to notification of next of kin.
 - o. Speculation as to negligence and/or omission of any act on the part of any party whose actions is alleged to have resulted in any incident relating to injury, death and or damage to property.
 - p. Any information pertaining to any crime scene that is under the control of the EMPD and/or SAPS.
 - q. Any discussion of Council policies.
 - r. Any discussion of GPG policies pertaining to the rendering of ambulance services.
 - s. Any other “sensitive” information not covered above.

Special Considerations

- t. Members of DEMS shall extend every reasonable courtesy to media representatives present at incidents. DEMS staff shall be sensitive to incidents involving crime of any nature and must rather refer the media or media inquiries to the SAPS and/or EMPD representatives on scene.
- u. Media representatives shall only be denied access to any area if there is a possibility of injury or death, in such a case, the media representative(s) shall be advised of the danger and be allocated a safe position.
- v. The Incident Commander of a scene may consider allowing access to the news media by means of a staff member escorting the media personnel through the area, as this shall allow for media coverage without disturbing/hindering any of the operational activities. Exercising this discretion shall depend on circumstances at each scene, inclusive of the right to privacy of any person, and the discretionary powers vested in the Incident Commander.
- w. Daily administrative reports of statistical activity may be made available on a routine basis to media representatives. This information shall only be released by a member authorized to do so by the Head of DEMS and shall be copied to the HOD: Communications and Brand Management and CoE Spokesperson.
- x. All employees of DEMS shall endeavor to be courteous and cooperative at all times when dealing with members of the media as well as with all other individuals or groups requesting information.
- y. No member of DEMS shall confiscate or damage a camera or other equipment belonging to a member of the media.
- z. A member of the media may be asked to produce proof of identity.
- aa. No DEMS staff member other than those so delegated and authorised by the Head of Department may on their own accord inform the media of any incident, relay any information of any nature to the media.

Non-Compliance with the Policy

- a) All employees shall adhere to the provisions of this policy
- b) Anyone who disseminates information to the media not consistent with the Media Policy or who contravenes any prescription contained in the policy shall be guilty of contravening the policy and shall be subject to a disciplinary process, where applicable.

19 RELATED POLICIES AND PROCEDURES

This policy must be read together with the following policies and procedures:

- Communications Policy
- Events Management Policy
- Brand Management and Visual Identity Policy
- Social Media Policy

20 PRECEDING POLICIES RESCINDED

- a. Please note that all previous policies in respect of this subject are RESCINDED and REPLACED with the adoption of the new policy.

21 Policy Review

This policy shall be reviewed at least once every three years, or as and when required.

22 SIGN OFF

The signatories hereof, confirm their acceptance of the contents and recommend the adoption of this policy thereof.

DESIGNATION	SIGNATURE	DATE SIGNED
POLICY OWNER		
HOD: COMMUNICATIONS AND BRAND MANAGEMENT		
CITY MANAGER		
DATE OF REVIEW		

MEDIA TRAINING

- The Department: Communications and Brand Management will be responsible for the budget of all media training requirements.
- CoE Departments must submit their Media training requirements in the previous financial year, this in order for the Communications and Brand Management Department to budget for the implementation.
- The Communications and Brand Management Department can motivate for an CoE staff member to receive media training as and when the need is identified.
- All CoE Departments can make provision for Media Training for all Senior Managers who have been identified by the respective Head of Department for media training.

Comments by the Finance Department

LEGAL IMPLICATIONS

Comments by Legal:

OTHER DEPARTMENTS/BODIES CONSULTED

- All EMM structures / Departments