

# Frankston City News Editorial Committee



## Terms of Reference

(A3389248)

opportunity » growth » lifestyle

## Purpose

To provide editorial direction and advice for Frankston City Council's community newsletter, *Frankston City News* (FCN).

## Objectives

- Ensure that information included in FCN is timely and relevant to the Frankston City community
- To promote the various products and services provided to the community by Council and the events and activities happening within the community
- To educate/inform the community and provide opportunities for community engagement and connectedness
- To ensure a balance of stories representative of the whole Council and community

## Membership

- Mayor and two Councillors (decided annually following the Mayoral election)
- Communications Officer Publications (chair)
- Coordinator Communications
- Officers representing a cross-section of departments, including:
  - Arts and Culture
  - Community Relations
  - Community Safety
  - Community Strengthening
  - Planning and Environment
  - Facilities
  - Family Health Support Services
  - Infrastructure
  - Operations
  - Sustainable Assets
- The Executive Management Team and all Councillors are invited to attend meetings, if they wish

## Editor in Chief

The Chief Executive Officer, as Editor in Chief, is ultimately responsible for FCN in conjunction with the Council.

All Editorial Committee members including Councillors, and EMT, are given a copy of each draft edition to review and approve. The final draft of FCN will be approved by the CEO, in consultation with Councillors.

## Meetings and role of committee

A committee meeting will be held before production of each edition begins, where the draft story list for that edition will be discussed and agreed. The meeting also allows for discussion about other matters, including consideration of submissions from community groups, feedback about FCN from the community and Council officers, timelines and production considerations.

Committee members will submit their story ideas to the committee chair in advance of each committee meeting. Following agreement on the final story list and on agreement with the Communications Team, committee members may develop and submit content (words, images, logos) to the committee chair by the set deadline.

The Communications Team will edit submitted stories, source photos as required, write additional content and manage the design, printing and distribution of each edition.

## Publication dates

It is proposed that there will be up to six editions per year:

- January
- March
- May
- July
- September
- November

The release date will generally be the second week of the month or in time to promote major events.

## Pecuniary interests

The Conflict of Interest provisions of the *Local Government Act 1989* apply to the operations of the Committee.

## Content

FCN will be used to communicate Council decisions, policies, programs, services and events.

FCN is not to be used to criticise Councillors, Council decisions, community members, members of the government or opposition, or Council Officers. However, decisions made by political parties or community groups may be challenged or critiqued if Council has agreed to take an opposing position.

FCN will not be used to promote individual agendas, political or otherwise.

Councillor columns will be included in all FCN editions except January (which is usually a 'summer' edition), or when Election Caretaker provisions apply. Councillors can write about any topic they choose (providing it is in accordance with the Communications Policy).

FCN will be graphic designed in accordance with Council's Branding Guidelines and Publication Style Guide.

*Endorsed by Frankston City Council at OM308 – 16 October 2017*