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| Title: Media Relations Policy | Policy Use: Internal / External |
| Department: Corporate Services | Policy Number: CS-030 |
| Approval Date: June 5, 2018 | Implementation Date: June 6, 2018 |
| Scheduled Review Date: June 2019 | Actual Review Date: |

BACKGROUND:

As a public body, the Town of Paradise values the role of the media in disseminating information relating to Town matters, programs, and events.

OBJECTIVE/PURPOSE:

The Town of Paradise is committed to establishing and maintaining positive working relationships with the media. These relationships help to foster fair reporting and play a vital role in disseminating time-sensitive information; encouraging public conversations and ideas; providing an additional avenue for the public to obtain information; and developing and fostering stakeholder / community relationships.

The purpose of this policy is to outline and provide appropriate guidance to employees who are authorized to work with the media on behalf of the Town in an effort to maintain consistency and accuracy, ensure professionalism, minimize delays, maintain confidentiality, and build positive working relationships.

DEFINITIONS:

“Media” – a public means of mass communication either through traditional avenues (print, radio or television), online (websites / blogs), or social media (Facebook, Twitter, YouTube, LinkedIn, etc.);

“Spokesperson” – an individual who has been authorized to speak to media members on behalf of the Town;

“Media Release” – an official and detailed document administered by the Town of Paradise for the purposes of announcing important and timely information;

“Public Service Announcement” – an official and concise document administered by the Town of Paradise for the purposes of raising public awareness;

GUIDELINES AND PROCEDURES:

1.0 SCOPE

This policy applies to all Town employees and outlines the guidelines for those authorized to work with the media on behalf of the Town.

2.0 ROLES AND RESPONSIBILITIES

Any media involvement with the Town of Paradise is the responsibility of the Department of Corporate Services through the Manager of Communications or designate. Town employees are not to initiate contact with media representatives unless authorized to do so by the Chief Administrative Officer (CAO), Director of Corporate Services or Communications Manager.

Any employee of the Town of Paradise who receives a media inquiry must immediately direct the media representative to the Communications Manager (or designate in the absence of the Manager). The employee who received the original inquiry must also then inform the Communications Manager of the inquiry. The Communications Manager works with the Office of the Chief Administrative Officer and / or the Director of Corporate Services to determine the most appropriate approach for response.

3.0 MEDIA RELATIONS GUIDELINES

Spokesperson: The official spokesperson for the Town of Paradise is the Mayor. In the Mayor's absence, the first alternate spokesperson is the Deputy Mayor. The Mayor may delegate a Town employee or council member to be spokesperson in the absence of the Mayor and Deputy Mayor

and / or depending on the nature of the request.

Privacy: The Town of Paradise will not speak directly to information that is not in compliance with the *Access to Information and Protection of Privacy Act (ATIPPA)*; specific employee / human resource matters; or matters that are before the courts.

Hours: Unless specified, media calls are responded to during business hours only (Monday to Friday from 8:30 a.m. to 4:30 p.m. during regular hours and 8:30 a.m. to 4:00 p.m. during summer hours - excluding holidays). For urgent and / or emergent matters (as determined by the CAO and / or Director of Corporate Services), the Town may respond to requests outside of business hours as determined by the urgency.

Media Access: All media requests to access and / or visit Town property should be arranged through the Communications Manager or designate. Any employees who notice media on Town property should contact the Communications Manager (or designate) immediately.

4.0 EMERGENCIES

In the event of an emergency or crisis situation, the Town of Paradise will then make every effort to work with the media to answer inquiries and disseminate information. Depending on the nature of the crisis or emergency, the Town's Municipal Emergency Management Plan may also come into effect.

5.0 COMPLIANCE

This policy applies to all employees of the Town of Paradise. The Town will monitor compliance with this policy and will address any concerns that come to its attention, including an investigation, and, if appropriate, disciplinary action up to and including termination of employment.

6.0 REVIEW OF POLICY

This policy will be reviewed annually by the Department of Corporate Services.

Director of Corporate Services: Thill

Chief Administrative Officer: Hublock

Date: June 27/2018