

**Purpose:**

- 1 To promote consistency and professionalism in how employees interact with the Media.
- 2 To protect The City's reputation.

**Policy Statement(s):**

- 3 The City responds to Media inquiries in a timely manner, endeavouring to provide consistent and accurate messaging that reflects the position of the organization.
- 4 The Community & Public Relations Department is the point of contact for The City related to Media inquiries.
- 5 **Spokesperson**
  - (1) The Community & Public Relations Department identifies, trains, and supports all designated City Spokespersons.
  - (2) Employees who are not designated Spokespersons are not authorized to speak to the Media on behalf of The City.
  - (3) Spokespersons must respond to Media inquiries within one hour of receiving the inquiry from the Community & Public Relations Department.
- 6 **Consequences of Non-Compliance**
  - (1) Failure to adhere to this Policy may expose The City to reputational risks.

**Definitions:**

- 7 "**Media**" means individuals seeking to communicate information to the public via traditional and non-traditional means such as television, radio, print, online reporting, blogs and/or other forums where news is reported.
  - 8 "**Spokesperson**" means an individual identified by the Community & Public Relations Department to speak on behalf of The City to the Media. These individuals are identified based on position, role, and qualifications. All Media Spokespersons must receive media training provided by the Community & Public Relations Department.
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**References/Links:**

- 1 EL-A-2.2 Treatment of Employees
- 2 EL-B-2.2 Public Image
- 3 Associated Corporate Policy & Procedures:

- (1) 5102-CA Social Media - Standards
- (2) 5103-CP Responding to the Media

**Scope/Application:**

- I This Policy applies to all City employees.

**Authority/Responsibility to Implement:**

- I The Community & Public Relations Manager is responsible for monitoring compliance with this Policy and informing supervisors and Department Managers of non-compliance.

**Inquiries/Contact Person:**

- I Community & Public Relations Manager

**Policy Monitoring and Evaluation:**

- I This Policy will be reviewed every three years with revisions made as required.

**Document History:**

<b>Date:</b>	<b>Approved/Reviewed By:</b>	<b>Title:</b>
Approved: November 30, 2018	"Craig Curtis"	City Manager
Revised: November 3, 2023	"Mike Olesen"	Acting City Manager