



<b>POLICY TITLE:</b> Media Communications	<b>POLICY #:</b> 0100-038
<b>AUTHORITY:</b> Administrative	<b>EFFECTIVE DATE:</b> September 21, 2010
	<b>REVIEW SCHEDULE:</b> 3 – 5 years
<b>ISSUED BY:</b> Chief Administrative Officer	<b>APPROVED BY:</b> Council
<b>DATE ISSUED:</b> September 14, 2010	<b>DATE APPROVED:</b> September 21, 2010 C-138-10

**PURPOSE:**

To establish a communications strategy with the media and to maintain an open and positive relationship as appropriate.

**GENERAL:**

The Town of View Royal values an open, positive relationship with the media as it is an effective tool to distribute accurate, timely and factual information on Town issues, programs and events.

When called upon to interact with the media, all Council and staff members must act with the highest level of tact and diplomacy and should be courteous, business-like and helpful. The content and delivery of all communications must adhere to the parameters outlined in this policy.

**POLICY:**

- 1.0 Ultimate responsibility for communications at the Town of View Royal rests with the Mayor and the Chief Administrative Officer (CAO).
- 2.0 Staff is to refer all media inquiries to the CAO.
- 3.0 Other than in the event of an emergency or disaster, all staff must receive authorization from the CAO prior to speaking to the media.
  - 3.1. Specifically, Department Heads and senior staff may all be called upon by the CAO from time to time to act as spokespersons for their areas of expertise and responsibility.
- 4.0 In the event staff is authorized by the CAO to speak to the media, staff is never to answer questions that would require:

<b>RECORD OF AMENDMENTS</b>	<b>REVIEW DATE</b>	<b>AMENDED</b>	<b>OUTCOME</b>	<b>MOTION #</b>
	September, 2018	February 5, 2019	See report	C-13-19

- 4.1 expression of personal opinions about Council, Town staff, legislation, programs, operations, policies or practices;
- 4.2 speculation about policy direction, future funding, resources (including staffing);  
or
- 4.3 announcement of new programs or initiatives prior to the official launch.

5.0 For issues management purposes, the CAO and Executive Assistant must be informed whenever staff has had a significant interaction with the media.

**DISTRIBUTION:** Electronic file Y:\Administration\0340 Policies\50 - Final\0100 – Administration.

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