



Policy number: P2022-06		
Communication and Media Relation		Date Approved: 2022-12-15 Date Effective:

PURPOSE

To ensure communications internally and externally are positive, proactive, strategic, effectively managed, consistent and responsive to the diverse information needs of the Village stakeholders.

DEFINITIONS

“Communications” means internal and external communications.

“Stakeholders” means internal and external audiences and includes Village citizens.

“Media” means the main means of mass communication (especially television, radio, newspapers, and the Internet) regarded collectively.

“Village” means Village Administration and Council.

POLICY

1. General Communications

- a. The Village will facilitate proactive, two-way communications with its stakeholders.
- b. The Village will adhere to applicable federal, provincial and local laws, regulations and policies regarding communications activities.
- c. The Village will follow appropriate written communication protocol by having elected official’s direct communications to other elected officials and administrations direct communications with government or business administrations. Title Communications and Media Relations Policy number P2022-06. The Village will engage in a variety of new and traditional methods of communications to accommodate the needs of a diversity of residents. To promote two-way communication, Village materials will provide residents with a phone number, email, mailing address, Internet address and social media channel as applicable for more information or input.

2. Media

- a. The Mayor is the official spokesperson for the Village.
- b. The CAO provides the necessary background to the Mayor.
- c. The CAO is authorized to provide the media with media notifications noted in schedule A.



- d. That information provided to the media will be accurate and Media requests will be answered promptly.
- e. Media Relations Monitoring
 - i. The CAO fosters relationship networks, continually monitors news sources and filters Village related issues.
 - ii. The CAO continually keeps assigned subject matter experts apprised of anticipated issues and/or opportunities.
 - iii. Those key activities/events are regularly reported to the media and these key activities are highlighted in Schedule A.
- f. Media Relations Analysis and Village Position
 - i. CAO and subject matter experts undertake research and analysis for key issues identified by the Council or the CAO.
 - ii. Key questions to be addressed include:
 - 1. Does the Village have a current position on this issue?
 - 2. Who are the Village subject matter experts as it relates to this issue?
 - 3. Who else in the Village needs to know about this issue?
 - 4. The CAO develops the Village position (if any) in relation to the issue and reviews with Council.
- g. Media Relations Strategy
 - i. For those issues where the Village develops a position, the CAO is responsible for developing a media relations strategy.
 - ii. The CAO is responsible for developing media relations materials such as Backgrounders, Advisories, Releases and Bulletins in support of the strategy.
 - iii. These strategies will be approved by Council.
- h. Process
 - i. Sensitive material is only released at the discretion of the CAO after review with the Mayor.
 - ii. Media conferences or interviews will be arranged by the CAO for the Mayor.
 - iii. The CAO will report Media activity to Council.

IMPLEMENTATION

- 1. This policy shall be posted on the Village website

Mayor

Chief Administrative Officer