

ALBERTA BEACH

GENERAL VILLAGE POLICIES

Policy: G 1.7 MEDIA RELATIONS

The Council should foster and maintain a professional and friendly relationship with the media to ensure that the interests are advanced. Information should be accurate; requests answered promptly, and should be such that the priorities of Council as a body are not compromised by individual members of Council issuing their message.

This does not limit a Council member from going to the media through their own agenda but they must ensure that the facts given are accurate and they shall also ensure that their name is given as the quotation and source of the information published.

1. Spokesperson

- a) The Mayor is the official spokesperson for the Council. When he or she is not available the Deputy Mayor will act as the official spokesperson.
- b) Should the information be on a special project or program headed by a Council member he or she will provide the details to the media after ensuring that all other members are made knowledgeable of the information to be released.

2. Procedure

- a) All media calls to the office are to be directed to the Chief Administrative Officer (CAO) or designate. If information only is required, the CAO will handle the request.
- b) Should the subject be a topic not yet before Council, the CAO will refer the media caller to the official spokesperson.

3. Release of Documents

Release of the following documents are guided under F.O.I.P. and the M.G.A.:

- a) On request, published documents such as Annual Reports, Resolutions Book. These may be released without the CAO authority by office staff.
- b) Adopted minutes, committee reports, policy papers and correspondence may not be released without the consent of the CAO.
- c) Sensitive material is only released at the discretion of the Mayor or alternate or the CAO upon approval of the majority of Council.

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Policy: G.1.7 MEDIA RELATIONS CONT'D

- d) When a staff member is in doubt, ask the CAO for input.

4. News Release(s) and Press Conference(s)

- a) All news releases should be directed to Council through the CAO.
- b) All news releases require the approval of the Mayor (for special project items) or by the Council on Joint issues.
- c) News releases should be prepared for all major announcements or activities of the Council which will directly affect or involve the rate payers.
- d) Press conferences will be arranged by the CAO at the request of the Mayor on approval of the majority of Council.
- e) Copies of all news releases are to be issued immediately to the members of Council prior to issuing to the media.

5. Media Representation

- a) Media representatives should be invited to any major village activity or function and to regular scheduled council events.
- b) Requests from the media at these functions shall be referred to the official spokesperson, unless they are requests for information only. Information requests shall be handled by the CAO, or in some cases the individual council member overseeing a project activity.

6. Personal Contact

- a) Should any member of Council or the CAO or staff be unaware of a specific issue or be asked about a specific or delicate matter, they will respond with a **no comment** to the subject, until directed to the contrary.