



Media Relations Policy

Authority: Town Manager

Effective Date: October 31, 2019

Signature:  _____

Future Review Date: 2023

Responsibility: Communications

Last Review/Revision: 2016

References: Peoples Policy

Replaces: Media Relations Policy A-C-016

1.0 Purpose: This policy governs who responds to and the process for handling media inquiries for the Town of Stony Plain.

2.0 Scope: This policy applies to all employees.

3.0 Definitions:

Employee: includes permanent, part-time, temporary, union, casual, contract, and interns who are employed by the Town of Stony Plain.

Media: Individuals seeking to communicate information to the public via television, radio, print, online reporting, blogs and/or other forums where news is reported.

Spokesperson: The subject matter expert identified by the Town Manager or Corporate Communications to speak on behalf of The Town of Stony Plain to the media.

Public Statement: a declaration made by the Town of Stony Plain in any public forum, which relates to town operations, business or employees.

4.0 Statement: The Town of Stony Plain responds to media requests to provide consistent and accurate messaging that reflects the Town's position or values or both.

5.0 Standards:

- 5.1 Corporate Communications must be the first point of contact for all media requests;
- 5.2 Corporate Communications will direct the request to, support and train spokespersons;
- 5.3 Employees who are not spokespersons are not authorized to make public statements or speak on behalf of the Town;
- 5.4 The Town of Stony Plain's current Peoples Policy may be applied in the event this policy is not followed.

6.0 Policy Review: This administrative policy shall be reviewed within four years of being implemented, with any changes being submitted to the Town Manager for approval.