



## Media Relations Policy

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**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

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**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.