



POLICY – HR 50

MEDIA RELATIONS

APPROVAL DATE:	2013-05-17	CROSS-REFERENCE:	HR 42 Confidentiality
RESPONSIBILITY:	Administration		
APPROVER:	Council	APPENDICES:	
REVISION DATE (s):	2021-01-25	REVIEW DATE:	2026

POLICY STATEMENT

To ensure that the Village of Marwayne is accurately, positively and professionally represented by any media outlet and/or platform.

BACKGROUND

Effective media relations are critical to the ongoing success of the municipal corporation that is the Village of Marwayne. To instill public confidence, our residents and the public at large must be provided with information that is accurate, informative and timely.

OBJECTIVE

To ensure that the information presented to or via public media platforms is accurate, informative, timely and professionally communicated.



DEFINITIONS

CAO is the Chief Administrative Officer for the Village of Marwayne in the Province of Alberta.

Council is the individual members of Council for the Village of Marwayne in the Province of Alberta.

Employee is a full-time permanent Employee of the Village of Marwayne in the Province of Alberta.

Employer is the Village of Marwayne in the Province of Alberta.

Village is the Village of Marwayne in the Province of Alberta.

GUIDING PRINCIPLES

This policy applies to all Village of Marwayne Employees and is subject to the terms set forth below:

- The Village shall appoint a designated media spokesperson in charge of communicating with and relaying information to any and all media inquiries and outlets, as requests are received.
- The spokesperson must provide consistent and reliable information in all dealings with media outlets.
- Public statements regarding or in reference to the Village must use positive language and must not defame the Village, Village Employees or Village departments.
- It is strictly prohibited to disclose information regarding Village processes, products, objectives, client information, financial information or any other matter that is confidential and protected under *the Freedom of Information and Protection of Privacy Act* or the Village's Confidentiality Policy.
- It is strictly prohibited to respond to inquiries related to unverified information such as rumours and/or hearsay.
- Media releases must display the Village logo and appropriate branding.
- Employees whom are not designated spokespeople of the Village must not, under any circumstance, respond to media inquiries. Rather, Employees may ask the media outlet representative for their



name, number, contact information and topic of discussion and advise the appropriate spokesperson of the inquiry.

ROLES & RESPONSIBILITIES

ROLE/TASK	TITLE (s) OF PERSON RESPONSIBLE
HANDLING INQUIRIES & COMMUNICATING POLICY	Chief Administrative Officer
MONITORING REVIEWS AND REVISIONS	Administrative Assistant

- The Mayor, or Deputy Mayor in the Mayor's absence, shall be the spokesperson at all times representing Council and the Employees of the Village. When speaking to media outlets in response to inquiries, the Mayor, or Deputy Mayor in the Mayor's absence, must articulate the position of the Village and not his/her own personal views on the subject matter.
- The CAO shall be the spokesperson representing the Village on all administrative functions of the organization.
- The Public Works Foreman shall be the spokesperson regarding programs, operations and activities that fall within their area of responsibility, only when and if authorized by the CAO.
- The Village Fire Chief shall be the spokesperson for public information and education on matters related to accidents, hazardous situations or emergency responses within the Village boundary.