
	<h2>Town of Vegreville Policy</h2>
Policy No.: Policy Title: Approval Date: Revised Date: Department:	GOV-1005 Media Relations Policy June 11, 2018 Strategic Services

Policy Statement:

The Town of Vegreville recognizes the importance of media relations and that it is critical to build mutually beneficial and trusting relationships with news media. Such relationships will help foster accurate, balanced and fair reporting; allow the Town to convey information through media to stakeholders; increase positive coverage; and protect and enhance the Towns reputation.

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1.0 Reason for Policy

To establish guidelines for the interactions between media and designated Town staff on behalf of the Town and its departments to ensure residents are informed of Town initiatives, programs and policies.

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2.0 Definitions

- 2.1 CAO** means the Chief Administration Officer, refers to the Town Manager or designate.
- 2.2 Communication Coordinator** means employee responsible for all internal and external communications for the Town of Vegreville
- 2.3 Media** means traditional news media; print, radio and television
- 2.4 Public Discussions** includes but not limited to media interviews, public presentations, open houses, trade shows, and public meetings.
- 2.5 Spokesperson** means a Town employee who has the authority to make statements to Media on behalf of the Town.
- 2.6 Town** means Town of Vegreville

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3.0 Responsibilities

3.1 Mayor and Town Council:

- 3.1.1 Approve this policy and any amendments thereto.
- 3.1.2 The Mayor, or in the absence of the Mayor, the Deputy Mayor is the spokesperson.
- 3.1.3 Town’s spokesperson with consultation with CAO and Communications Coordinator.

3.2 Communications Coordinator:

- 3.2.1 First point of contact for media interested in acquiring information or speaking with staff. Provides information and facilitates interviews.
- 3.2.2 Reviews policy one year from the date it becomes effective and every two years thereafter, or sooner at the direction of the CAO.
- 3.2.3 Develops key messages to ensure a timely and accurate response on behalf of the Town.
- 3.2.4 Ensures consistent messaging and imaging in accordance to Branding style guide.
- 3.2.5 Develops press releases on behalf of the Town.

3.3 Chief Administrative Officer:

- 3.3.1 Implement this policy and approve procedures.
- 3.3.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.
- 3.3.3 Town’s spokesperson after Mayor and Council.

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3.0 Responsibilities continued

3.4 Director of the Department:

- 3.4.1 Ensure implementation of this policy and procedure.
- 3.4.2 Consult with Communications Coordinator prior to speaking to the media.
- 3.4.3 Make recommendations to the CAO for necessary policy procedure amendments.
- 3.4.4 Authorized to only speak on items related to departments

3.5 Supervisor:


- 3.5.1 Understand, and adhere to this policy and procedure.
- 3.5.2 Ensure employees are aware of this policy and procedure.
- 3.5.3 Authorized to speak on items related to departments with consent from Director.

3.6 The Fire Chief, Deputy Fire Chief:

- 3.6.1 Understand and adhere to this policy and procedure.
- 3.6.2 Authorized to speak on fire, safety and emergency issues as related to Vegreville Emergency Services.


3.7 All Staff:

- 3.7.1 All media inquiries received by staff other than those listed should be referred to immediately to the Communication Coordinator and Director or Manager of their department.
 - 3.7.1.1 Communication Coordinator
 - 3.7.1.2 CAO
 - 3.7.1.3 Director
 - 3.7.1.4 Manager

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4.0 Exclusions

Social Media – refer to Social Media Policy GOV-1006

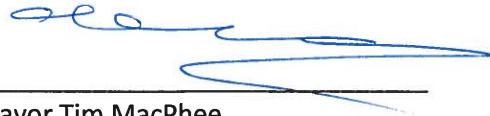
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5.0 Special Situations

During times of Emergency or Crisis refer to the Emergency Management procedures.

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6.0 End of Policy



 Mayor Tim MacPhee



 Cliff Craig CLGM, Town Manager