

Purpose:

- 1 To provide City employees direction on who responds to media inquiries, in what circumstances, and how to respond. Adherence to this policy helps protect The City's reputation, its employees, and provides clarity for making public statements on behalf of The City.

Policy Statement(s):

- 2 The City of Red Deer responds to media requests in a timely manner, endeavouring to provide consistent and accurate messaging that reflects the position of The City of Red Deer. When reasonable, all attempts are made to respond within one hour of contact to understand story request, deadlines, and arrange for an interview time, as required.
- 3 Communications and Strategic Planning identify, train, and support all designated City spokespersons.
- 4 Employees who are not designated spokespersons are not authorized to make public statements or speak on behalf of the City.
- 5 The Director of Communications & Strategic Planning reserves the right to designate specific spokespersons at any time. All City employees will be notified when a different media process is in effect (e.g. during emergencies, large-scale events, community issues). During this time, all media inquiries must first be sent to Communications & Strategic Planning before responding.

Definitions:

- 6 **Media:** Individuals seeking to communicate information to the public via television, radio, print, online reporting, blogs and/or other forums where news is reported. This includes both traditional and non-traditional media.
- 7 **Spokesperson:** An individual identified by Communications & Strategic Planning to speak on behalf of The City of Red Deer to media. These individuals are identified based on position, role and qualifications. All media spokespersons must receive media training provided by Communications & Strategic Planning.
- 8 **Public Statement:** a declaration made by City of Red Deer employees in any public forum, which relates to The City of Red Deer, its employees, and/or its business and enterprise units and includes statements made in blogs, online forums or discussion, social networking sites, wikis, and elsewhere in the public record.

References/Links:

- 1 1103-CP Responding to Media
- 2 1102-CA Social Media – Standards.
- 3 Freedom of Information and Protection of Privacy Act.

Scope/Application:

- 1 This policy applies to all City employees.

Authority/Responsibility to Implement:

- 1 The Director of Communications & Strategic Planning is responsible for monitoring compliance with this policy and informing supervisors and department managers of non-compliance.

Inquiries/Contact Person:

- 1 Director of Communications & Strategic Planning

Policy Monitoring and Evaluation:

- 1 This policy will be reviewed every three years or earlier, if necessary.

Document History:

Date:	Approved/Reviewed By:	Title:
November 30, 2018	“Craig Curtis”	City Manager