

## GOV - 008 Town of Viking Governance Policy

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### Policy Name

Date Approved:

Resolution No:

Next Review Date:

Replaces:

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### Policy Statement

#### PURPOSE

To ensure communications internally and externally are positive, proactive, strategic, effectively managed, consistent and responsive to the diverse information needs of the Town's stakeholders.

#### DEFINITIONS

"Communications" means internal and external communications.

"Stakeholders" means internal and external audiences and includes Town citizens.

"Media" means the main means of mass communication (especially television, radio, newspapers, and the Internet) regarded collectively.

"Town" means Town Administration and Council.

#### POLICY

##### 1. General Communications

- a. The Town will facilitate proactive, two-way communications with its stakeholders.
- b. The Town will adhere to applicable federal, provincial and local laws, regulations and policies regarding communications activities.
- c. The Town will follow appropriate written communication protocol by having elected official's direct communications to other elected officials and administrations direct communications with government or business administrations.
- d. The Town will engage in a variety of new and traditional methods of communications to accommodate the needs of a diversity of residents. To promote two-way communication, Town materials will provide residents with a phone number, email, mailing address, Internet address and social media channel as applicable for more information or input.

##### 2. Media

- a. The Mayor is the official spokesperson for the Town.
- b. The CAO provides the necessary background to the Mayor.
- c. The CAO is authorized to provide the media with media notifications noted in schedule A.

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- d. That information provided to the media will be accurate and Media requests will be answered promptly.
- e. Media Relations Monitoring
  - i. The CAO fosters relationship networks continually monitor news sources and filters Town related issues.
  - ii. The CAO continually keeps assigned subject matter experts apprised of anticipated issues and/or opportunities.
  - iii. That key activities/events are regularly reported to the media and these key activities are highlighted in Schedule A.
- f. Media Relations Analysis and Town Position
  - i. CAO and subject matter experts undertake research and analysis for key issues identified by the Council or the CAO.
  - ii. Key questions to be addressed include:
    - 1. Does the Town have a current position on this issue?
    - 2. Who is the Town's subject matter experts as it relates to this issue?
    - 3. Who else in the Town needs to know about this issue?
  - iii. The CAO develops the Town position (if any) in relation to the issue and reviews with Council.
- g. Media Relations Strategy
  - i. For those issues where the Town develops a position, the CAO is responsible for developing a media relations strategy.
  - ii. The CAO is responsible for developing media relations materials such as Backgrounders, Advisories, Releases and Bulletins in support of the strategy.
  - iii. These strategies will be approved by Council.
- h. Process
  - i. Sensitive material is only released at the discretion of the CAO after review with the Mayor.
  - ii. Media conferences or interviews will be arranged by the CAO for the Mayor.
  - iii. The CAO will report Media activity to Council.

**IMPLEMENTATION**

1. This policy shall be posted on the Town website

Appendices

Schedule A – Communications Activities

Mayor \_\_\_\_\_

CAO \_\_\_\_\_

Schedule A

**COMMUNICATIONS ACTIVITIES**

- Adopted minutes of the council and notice of council approvals
- Council Agendas packages
- Meeting schedules
- Notice of hearings
- Any notice required under Provincial legislation or Bylaws
- Documents (correspondence or presentations) tabled at or adopted by council at a public meeting
- Approved Budget
- Road closures/maintenance
- Recreational facility hours of operation/closures
- Changes in municipal services
- Key events
- Town news and programs
- Media Releases, Advisories and Bulletins
- Recognition and award