

<i>The Town of Fort Frances</i>	<b>SECTION</b>
	ADMINISTRATION AND FINANCE
<b><u>MEDIA COMMUNICATION</u></b>	<b>NEW:</b> January 1989
<b><u>POLICY</u></b>	<b>REVISED:</b> February 2011
Resolution No. 106 (consent) 03/14	Supercedes Resolution No.
Policy Number 1.1	<b>PAGE 1 of 2</b>

**1. POLICY STATEMENT**

The media play an important role in providing information to the public on matters of civic interest. Routine and day-to-day liaising between department superintendents / managers and the media are sanctioned and encouraged to promote good public relations.

When a department has an issue of interest for the general public, all media outlets (radio, newspaper, etc.) should be given the same opportunity to report on the issue. Therefore, any item of newsworthy interest should be provided to all media outlets.

Media inquiries, whether by phone, e-mail, letter, or in person, should be addressed promptly to accommodate publication or broadcast deadlines, wherever possible, subject to guidelines established by Town Council.

The fee for the provision of Council agenda material (with the exception of in-camera items) will be waived and provided for the three primary media outlets being B-93FM, the Fort Frances Times, and the West End Weekly. Any other media entities will be provided agenda material free of charge upon request.

Administration is expected to consider all media forms when evaluating publicity value for advertising initiatives.

Guidelines for Departments are as follows:

- a) Respect the authority and responsibility of Town Council, whose Members are entitled to learn about proposed policy initiatives or major new programs, services or initiatives before information about them is released to the Media.
- b) Consult with the CAO when preparing campaigns or strategies that require participation by the Mayor or Members of Council, or when preparing a response to a Media inquiry that could have implications for the Mayor or Members of Council or the Corporation.
- c) Keep confidential information that is related to matters before the courts, or under the jurisdiction of another authority such as the Police Services Board.
- d) Media requests, particularly for interviews or technical information, should be directed to knowledgeable staff.

## **2. CRISIS COMMUNICATIONS**

In a crisis, coordinated communication must be used to maintain or restore confidence. Departments must advise the CAO's Office as soon as they identify an event or situation occurring in or affecting their department that may attract widespread interest to the Media.

## **3. EMERGENCY COMMUNICATIONS**

The Town of Fort Frances Emergency Plan details the protocol for Emergency Media communications.

## **4. INTERNET & ELECTRONIC COMMUNICATION**

Information on the Town's policies, programs, services, and initiatives should be generally available to the public in a variety of media formats including the internet and electronic communication.

The Internet and other electronic communication are important tools, which allow 24-hour access to information and support two-way communication. Departments must:

- a) Make publications of interest to citizens that are widely distributed in paper copy, available on the website as soon as possible after distribution to the public.
- b) Establish ongoing updates and regular reviews of departmental pages and sub-sites so that information on policies, programs, services, initiatives and related third-party links is accurate and easy to understand.
- c) Follow the standard for the look and feel of the Town website