



**FORTFRANCES**

# **COMMUNICATIONS PROCEDURE**

## **MEDIA REQUESTS**

Created: 2024-10-10

Revised:

# INTERNAL COMMUNICATION BEST PRACTICES

## 1. PURPOSE

- (1) This procedure outlines internal and external requests for media interviewing and coverage.
- (2) This procedure confirms who may fulfill media interviewing, as outlined in ADM 1.1 External Communications Policy.

## 2. SCOPE

- (1) This procedure applies internally to employees and representatives of the Town of Fort Frances: permanent, contract, casual, and seasonal employees, volunteers, contractors, and other individuals who have engaged with the Town by way of contract or agreement. For the purposes of this process, this cohort will be referred throughout the rest of the procedure as “Town Staff”.
- (2) This procedure applies externally to external media including news outlets (radio, newspapers, television), podcasts, blogs, social media channels, and other for-profit, non-profit, and independent entities seeking media representation from the Town.
- (3) Elected officials are exempt from this definition as their role is captured under Ontario’s Municipal Act, Part VI.

## 3. PROCESSES

### 3.1. INTERNAL

1. The media request is received, either by form or by request to Town Staff.
2. Town Staff forward on the request to the CAO and Communications Coordinator.
3. CAO and Communications Coordinator discuss and assign the media interview/coverage as necessary.

#### **Further information**

All requests are to garner prior approval from the CAO or delegate as per External Communications Policy, Section 7, Part (2) “With prior approval of the CAO, management, being knowledgeable about their respective divisions, are encouraged to engage directly with the media to ensure accurate information dissemination. Utilization of subject matter experts is endorsed for communication in their areas of expertise.”

## 3.2. EXTERNAL

1. Media are asked to complete the Media Request Form at [www.fortfrances.ca/media-request-form](http://www.fortfrances.ca/media-request-form)
2. Media are asked, if unable to or unsuccessful in completing the form, or if the request is urgent, to directly contact the Communications Coordinator or CAO.

## 3.3. EMERGENCY COMMUNICATIONS

Emergency Communications falls under the Emergency Control Management Group process. Media are asked to contact the Public Information Officer directly.

## 4. INTERVIEWING AND MEDIA TRAINING

Town staff assigned to handle media requests can contact the Communications Coordinator for media training to help ensure effective communication with the media, enhance confidence, and identify key messages. The Coordinator will further provide guidance including preparing staff to answer anticipated questions through exercises and role playing scenarios.

## 5. RESOURCES

Online Media Request Form: [www.fortfrances.ca/media-request-form](http://www.fortfrances.ca/media-request-form)

External Communications Policy:

[www.fortfrances.ca/sites/default/files/external\\_communications\\_policy\\_final.pdf](http://www.fortfrances.ca/sites/default/files/external_communications_policy_final.pdf)

Emergency Communications – Contacts

### Public Information Officer:

Chelsea Greig  
Communications Coordinator  
[cgreig@fortfrances.ca](mailto:cgreig@fortfrances.ca)  
(807) 274-5323 x1212  
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