COUNCIL POLICY C-AD08

Media Response

Prepared By:	Communications	Council Approval Date:	Sept. 25, 2012
Effective Date:	September 25, 2012	Council Resolution No.:	N/A
References:	Corporate Communications Guidelines	Previous Revision Date:	January 23, 2007 (Policy AD 008)
Function:	Public Relations	LAS Review Date:	September 4, 2012

PURPOSE

The purpose of this policy is to outline the basic rules for media management to ensure Parkland County has a means of using key messages, coordinating media responses, and uses such interactions to maximize the County's positive profile.

POLICY STATEMENT

Parkland County values having a positive relationship with the media and, even when dealing with contentious issues, will work with the media to ensure accurate information is relayed in a positive manner.

SCOPE

This policy applies to Council Members and Parkland County employees, consultants, public committee members, or anyone else acting on behalf of Parkland County whenever they are dealing with the media or a media representative.

MANAGEMENT RESPONSIBILITIES

The Manager of Communications and Strategic Planning is responsible for the implementing, monitoring and evaluating of this policy.

STANDARDS

1. Members of Council, employees, consultants, public committee members, or others shall:
   a. Determine the interview topic, inquire about possible questions, and ask who else will be interviewed on the topic.
   b. Arrange interview when the media makes a request. This includes time and place or availability for call back and phone number he or she can be reached at.
   c. Consult with the Manager, Communications and Strategic Planning, who will assist in developing media response lines (key messages) as required.
   d. Notify the Manager, Communications and Strategic Planning, with scheduling information to monitor the issue in the media.
   e. Plan what you intend to say and develop an outline (mentally or literally) that includes discussed key messages or media response lines.
   f. Contact the media or attend the interview.

g. After the interview, reconnect with the Manager, Communications and Strategic Planning, to discuss spontaneous response not previously discussed so others who may also be interviewed can have the same information.

2. Parkland County employees, particularly those below management level, are to follow the steps outlined in the Parkland County Corporate Communications Guidelines.

3. For matters that are contentious in the community or have the potential to be contentious, it may be necessary to designate a spokesperson who will speak to the media on the matter.

    a. No one other than the designated spokesperson is authorized to speak to the media on the issue.

    b. The designated spokesperson may be the Chief Administrative Officer, General Manager, Manager, Mayor, Council Member, or the Manager, Communications and Strategic Planning, or other individual as may be determined by the Chief Administrative Officer.

    c. The Manager, Communications and Strategic Planning with work with the appropriate persons to prepare an issues management strategy that includes: background information regarding the issue; the County's position; prepared statement; key messages; and responses to potential questions surrounding the issue. This document will be shared with Council, the Senior Management Team, department manager, the designated spokesperson, and other persons as required.