		<h1>Media Relations</h1>
Policy No.: ADM-11	Council Resolution No.: 714/2019, 407/2022	
Department: Administration	Authority: Council	
Effective Date: December 16, 2019	Revision Date: December 19, 2022	
Review Date: December 2025	Repealed Date:	
Supersedes: Press Releases- News Media Information M90/1/11/91		
Related Procedure No.: ADM-11		
Related Procedure Name: Media Relations		

1.0 PURPOSE

- 1.1 The Town of Taber recognizes that building trust and mutually beneficial relationships with the media is a necessary link to fostering precise, balanced, and fair reporting and to allow the Town to convey key information and protect and enhance the Town's reputation. This policy serves to augment that relationship and to provide clarification on Council's and Administration's roles in regards to media relations.

2.0 POLICY STATEMENT

- 2.1 Media refers to all methods of traditional news media (print, radio, and television), online media (websites), and also includes those media types that are solely on social media (blogs, Facebook, Twitter, YouTube, etc.)
- 2.2 Media personnel refers to an individual or group who officially represents print, radio, television, or online outlets. This ranges from local to international outlets.
- 2.3 The Town of Taber will strive to work collaboratively with all media companies and personnel to foster an open and honest relationship.
 - 2.3.1 For all media requests concerning Council or decisions of Council, the Mayor shall be the point of contact unless otherwise designated by a resolution or bylaw of Council, and as per the official Council Code of Conduct Bylaw.
- 2.4 The Deputy Mayor shall be the point of contact for media requests only when designated by a resolution of Council, the Mayor directs that the Deputy Mayor may answer in his or her place, or the Mayor is unavailable for a period of more than 3 days.



- 2.5 Councillors who receive requests from the media shall respond in accordance with their official Council Code of Conduct Bylaw.
- 2.6 For all media requests concerning Administration, the Chief Administrative Officer shall be the spokesperson unless he designates a member of Administration from the list of authorized spokespersons from the corresponding Procedure.
- 2.7 Exceptions to the above may include items that concern Administration but that Council has a vested interest in speaking to. Items that are deemed to fall within this scope shall be at the sole discretion of the Chief Administrative Officer, the Mayor (or Deputy), and in discussions with Communications. Items that this can include (but is not limited to) are as follows:
 - 2.7.1 Information regarding the CUPE Collective Agreement or negotiations;
 - 2.7.2 Budget information;
 - 2.7.3 Personnel issues;
 - 2.7.4 Criminal or ethical behavior involving any members of Council, Administration, boards, commissions, or committees unless otherwise noted within this policy;
- 2.8 Communications staff shall be notified of all media requests sent to Administration so as to facilitate the sharing of information to the media in a timely manner.
- 2.9 Employees of the Town of Taber shall not speak on matters in relation to Town of Taber business to media personnel unless given express permission by the Chief Administrative Officer, or they are a designated spokesperson as outlined within the corresponding procedure.
- 2.10 When Administrative Staff notify Elected Officials of media requests, Elected Officials must respond within 24 hours to the staff member except in extenuating circumstances.
 - 2.10.1 Where possible, Elected Officials should make every effort to respond to media requests as soon as feasible to allow for media to prepare interviews and materials prior to their deadlines.
- 2.11 Designated spokespersons will make every attempt to provide the requested information or grant an interview in a timely manner in order to respect media deadlines, whenever possible.
- 2.12 In the event that there is no spokesperson available to speak or provide information on the matter, this shall be communicated to media personnel as soon as possible.
- 2.13 No spokesperson, Administrative Staff, or committee member shall provide information to the media "off the record," or without prior consent from either the Mayor (or designate) or the Chief Administrative Officer (or designate) for information that has not yet been publicly shared by the municipality or is not allowed to be disclosed.
- 2.14 No spokesperson or otherwise shall ever release any information to the media that is protected by federal, provincial, or municipal laws.

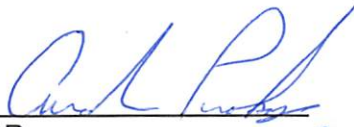


- 2.15 Media personnel shall always be treated with courtesy and respect by all members of Town of Taber Council, Administration, and members of Town boards, committees, and commissions.
- 2.16 The Town of Taber reserves the right to refuse to participate in any media requests that are made anonymously or where the media organization is not disclosed.
- 2.17 Exceptions to this policy include the following:
- 2.17.1 The Taber Police Service, as their own policies and procedures take precedence for their service;
 - 2.17.2 The Taber Police Commission, as their own policies and procedures take precedence for their own media relations;
 - 2.17.3 Any activation of the Emergency Operations Centre of the Town of Taber. In the case of activation the Emergency Response Plan and any actions prescribed therein shall take precedence over this policy;
 - 2.17.4 Activation of a State of Local Emergency (SOLE) within the Town of Taber for which prescribed actions shall take precedence.
 - 2.17.5 Any information that the Town of Taber is not authorized to disclose under the *FOIPP Act* or any other acts that prohibit the release of information due to privacy or legal concerns.
- 2.18 In the case of any Emergency Operations Centre activations or States of Local Emergency, the Information Officer and Information Officer Section shall be the sole points of media contact unless otherwise designated by the Director of Emergency Management, the Information Officer Section Chief, or the Town's Emergency Management Response Plan.
- 2.18.1 As Council are representatives of the community and will be asked questions by the media during emergency responses, every effort will be taken for the Mayor or Deputy Mayor to be briefed and brought into media response during emergencies as appropriate.
- 2.19 Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

3.0 ADDITIONAL REFERENCES

- 3.1 Council Code of Conduct Bylaw




MAYOR

Dec. 28, 2022
DATE


CHIEF ADMINISTRATIVE OFFICER

Dec. 27/22
DATE

