

THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



POLICY TITLE: **CITY NEWS**

POLICY NUMBER: **COUNCIL - 129**

<i>Date of Council Adoption:</i> May 30, 2011	<i>Date of Last Amendment:</i> November 23, 2020
<i>Council Resolution Number:</i> 2011-234, 2013-082; 2020-578	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> November 9, 2020

Policy:

The City of White Rock uses a broad range of print and electronic communication to inform residents and community stakeholders of matters of public interest, including statutory advertising, Council decisions and news and engagement opportunities.

To ensure broad outreach, the City places print advertising in the Peace Arch News weekly in a section called City News.

Process:

1. The Manager of Communications and Government Relations oversees the gathering of information through department liaisons to be included in City News.
2. The Manager of Communications and Government Relations oversees the layout of City News.
3. The Manager of Communications and Government Relations has final approval of City News.

Principles:

City News follows the process for all City print media advertising, based on the following principles:

1. City advertising is to be placed in the most efficient and effective manner in order to secure the best available rates and communicate with the widest possible audiences.
2. Advertising considers how best to reach the intended audience while considering budget.

3. Advertising complies with all statutory requirements for notification and public involvement on development proposals, borrowing bylaws and other initiatives.
4. All advertising follows the City of White Rock's branding requirements, which include the use of standard colours, the website address and the City's logo.

Rationale:

City News informs readers of specific Council issues, including Council's strategic goals, upcoming public meetings and events, and new programs, services and employment opportunities.

Effectively communicating consistent, credible information to residents and other stakeholders increases public understanding of specific Council decisions, upcoming public meetings and events, new programs, services, employment opportunities and more.

Providing guidelines and standards for print advertising ensures they reflect the City's brand and that City resources are used to their best advantage.