

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



POLICY TITLE: INTERNAL HANDLING OF MEDIA REQUESTS

POLICY NUMBER: COUNCIL - 133

<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, 2015-285, 2019-042; 2020-582	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> November 9, 2020

Policy

The media plays an important role in providing public information, including that related to municipal government.

Whenever possible, media inquiries should be addressed promptly to accommodate publication or broadcast deadlines, subject to operational requirements and the City's policies and bylaws.

1. With the exception of routine events and basic information that is readily available to the public, all media requests for interview or information should be routed through the Manager of Communications and Government Relations, the Director of Corporate Administration or the Chief Administrative Officer.
 - a. The Manager of Communications and Government Relations will ensure media has current contact information and is reminded as to the City's policy.
 - b. The Manager of Communications and Government Relations will ensure all requests are handled in a timely manner.
2. The Chief Administrative Officer or Manager of Communications and Government Relations will recommend individuals to serve as spokespersons on specific projects.
3. Staff will provide a briefing report with key messages to the authorized City spokesperson prior to an interview.
4. Unless otherwise authorized, the City's spokespersons are:
 - Mayor
 - Deputy Mayor

- The Chief Administrative Officer
- Director of Corporate Administration or delegate, including the Manager of Communications and Government Relations
- Department Heads
- Exceptions regarding departmental spokespersons may be made at the discretion of the department head.

Rationale

By having the individual with the most responsibility or authority on the subject serve as the spokesperson, the City ensures that only the most accurate information is released to the media.