

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> July 27, 2015
<i>Council Resolution Number:</i> 2011-234, 2013-082	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> July 13, 2015

Policy:

It is the policy of the City of White Rock to notify citizens and other community stakeholders on matters of public interest.

The City purchases print media advertising with a local newspaper every Friday in the form of City News to inform the public of specific Council issues including Council's strategic goals, upcoming public meetings and events, new programs, services and employment opportunities.

Process:

1. The Communications Officer will gather information through department liaisons to be included in City News.
2. The Communications Officer will oversee the layout of City News.
3. The Communications Officer will have final approval of the City News.

Principles:

All print media advertising is to be based on the following principles:

1. Advertising is to be placed in a manner that is the most effective and efficient for the City in order to secure the best available rates and communicate with the widest possible target audience.
2. Advertising must consider the target audience and how best to reach this audience within budget.

3. Advertisements must comply with all statutory requirements for notification and involvement of the public on development proposals, borrowing bylaws and other initiatives that require public involvement.
4. Whenever applicable, all advertising contains the City of White Rock's website address and brand.

Rationale:

Effectively communicating credible information to citizens that is consistent with the City's mission and value statements will create a better understanding of specific Council decisions, upcoming public meetings and events, new programs, services, employment opportunities and more.

Providing guidelines and standards for print media advertising ensures that tax dollars spent on print media advertising are used to their best advantage and ensure consistency with the visual identity of the City.