

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



POLICY TITLE: PRESS RELEASES

POLICY NUMBER: COUNCIL - 134

<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, 2012-054, 2013-082, 2015 285	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> July 13, 2015

Policy

A media or press release is a factual written summary of information issued to the media for the purpose of making a statement or announcement and/or replying to questions from the media.

The underlying principles for handling press releases are:

1. As newsworthy information becomes available or events occur, staff shall notify the Communications Officer.
2. The Communications Officer will prepare all City press releases.
3. The Communications Officer shall work with the Chief Administrative Officer (CAO) as necessary, when releasing information to the public and to the media.
4. The Mayor or designated Deputy Mayor, when the Mayor is absent, is the primary spokesperson.
5. If a secondary quote is required in a release for further clarification or operational statement, it will be from a member of the City's Senior Management Team.
6. Individuals quoted in a press release shall have final approval over their individual quote in the context of the release.
7. All press releases shall be reviewed by the CAO and approved by the CAO and/or the Mayor prior to release.
8. The Communications Officer will inform City Council of the press release prior to distribution.

9. The Communications Officer will direct media queries to the appropriate designated person.

Rationale

The City of White Rock will present information in a positive manner that aligns with Council's Corporate Priorities while balancing the news media's interest in serving the needs of readers, listeners and viewers.