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**Procedure Title:** Media Relations  
**Policy:** 1200-07  
**Adopted:** April 16, 2024  
**Amended:**

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## **POLICY STATEMENT**

To ensure that the Village of Mannville is accurately, positively, and professionally represented by any media outlet and/or platform.

## **BACKGROUND**

Effective media relations are critical to the ongoing success of the municipal corporation that is the Village of Mannville. To instill public confidence, our residents and the public at large must be provided with information that is accurate, informative, and timely.

## **OBJECTIVE**

To ensure that the information presented to or via public media platforms is accurate, informative, timely, and professionally communicated.

## **DEFINITIONS**

**“CAO”** is the Chief Administrative Officer for the Village of Mannville in the Province of Alberta.

**“Council”** is the individual members of Council for the Village of Mannville in the Province of Alberta.

**“Employee”** is a full-time permanent Employee of the Village of Mannville in the Province of Alberta.

**“Employer”** is the Village of Mannville in the Province of Alberta.

**“Village”** is the Village of Mannville in the Province of Alberta.

## **GUIDING PRINCIPLES**

This policy applies to all Village of Mannville Employees and is subject to the terms set forth below:

- The Village shall appoint a designated media spokesperson in charge of communicating with and relaying information to all media inquiries and outlets, as requests are received.
- The spokesperson must provide consistent and reliable information in all dealings with media outlets.

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- Public statements regarding or in reference to the Village must use positive language and must not defame the Village, Village Employees or Village Departments.
- It is strictly prohibited to disclose information regarding Village processes, products, objectives, client information, financial information, or any other matter that is confidential and protected under the Freedom of Information and Protection of Privacy Act.
- It is strictly prohibited to respond to inquiries related to unverified information such as rumors and/or hearsay.
- Media releases must display the Village logo and appropriate branding.
- Employees whom are not designated spokespeople of the Village must not, under any circumstances, respond to media inquiries. Rather, Employees may ask the media outlet representative for their name, number, contact information, and topic of discussion and advise the appropriate spokesperson of the inquiry.

## **ROLES AND RESPONSIBILITIES**

- The Mayor, or Deputy Mayor in the Mayor's absence, shall be the spokesperson at all times representing Council and the Employees of the Village. When speaking to media outlets in response to inquiries, the Mayor, or Deputy Mayor in the Mayor's absence, must articulate the position of the Village and not their own personal views on the subject matter.
- The CAO shall be the spokesperson representing the Village on all administrative functions of the organization.
- The Director of Emergency Management shall be the spokesperson representing the Village on emergency management functions.
- The Public Works Foreman shall be the spokesperson regarding programs, operations, and activities that fall within their area of responsibility, only when authorized by the CAO.
- The Regional Fire Chief shall be the spokesperson for public information and education on matters related to fire, motor vehicle collisions, and medical first response inside the Village boundary.

## **END OF POLICY**