



**Title:**  
**Media Policy**

**Legal References:**  
Municipal Government Act  
Freedom of Information and Protection of Privacy Act  
Copyright Act

**Policy Category:**  
Administration

**Cross References:**  
Corporate Communications Strategy 2009-2011

**Effective Date:** November 1, 2011  
**Revision Date:**

**Policies:**  
Policy 190 - External Corporate Communications  
Internal Communications \*  
Web Policy\*  
Advertising \*  
Policy 180 - Social Media  
Emergency Communications \*

**Procedures:**  
Procedure PRO-190 - External Corporate Communications  
Internal Communications \*  
Advertising Procedure\*  
Procedure PRO-192 - Media  
Emergency Communications \*  
Procedure PRO-180 - Social Media

**Other:**  
Corporate Identity Guidelines  
Corporate Identity Program  
Writing Style Guide\*  
Web Standards\*  
Media Protocol  
Terms of Agreement for Submissions  
Photo/Video Release Form

\* under development/in approval stage

**Purpose:**  
Rocky View County routinely provides information and communicates with the media about its programs, events and services. The primary purpose of this policy is to ensure County communication with the media is accurate, effective and carried out consistently by the appropriate spokespersons. This policy and the accompanying procedure are designed to enhance County/media relations, streamline the release of information to the media in a transparent and consistent manner, and protect and enhance the County's public image. The policy and procedure provide direction for both Council and administration in their media relations.

**Definitions:**

- "Administration" means an employee with Rocky View County.
- "Council" refers to the Council for Rocky View County.
- "Freedom of Information and Protection of Privacy Act" means the Alberta regulation that provides for the right to access records of a public body and the protection of personal

information about individuals that is held by public bodies.

- “Media” refers to any organization or group involved in informing the public with news and commentary through mediums including but not limited to news print, radio, television and Internet.
- “Media Relations” refers to news releases, public statements, news conferences and other methods and materials used to communicate with media representatives and outlets.
- “Media representatives” means any individual working on behalf of the media.
- “Rocky View” or “County” refers to Rocky View County.
- “Spokesperson” refers to a person authorized by the County Manager or his/her delegate to make statements to the media on behalf of Rocky View.
- “Strategic Communications Plan” refers to a document developed in collaboration with County departments and the Communications Department to effectively use the expertise of the Communications Department as a resource in communications initiatives, issues management, project management and day-to-day business operations.

**Policy Statements:**

1. The County recognizes the media as an important partner in disseminating information to residents, Councillors, staff and the public on County decisions, policies, programs, events and issues.
2. The County shall endeavour to respond to all media inquiries and requests in a prompt, courteous and open manner.
3. The County shall maintain a positive relationship with media representatives and is committed to providing media with statements and information that are accurate, factual, clear, concise, consistent, and timely.
4. All comments to the media shall be made by the Reeve and Council, the County Manager and/or designated spokespersons.
5. The County shall make administration familiar with this policy and associated procedure.
6. All authorized spokespersons shall receive media training.
7. Designated spokespersons shall not defame and/or speak negatively of the County when engaging or responding to media enquiries.
8. Designated spokespersons shall not disclose confidential information to the media.
9. Responses to information requests or inquiries from the media shall comply with the *Freedom of Information and Protection of Privacy Act*, and any other municipal bylaws, or provincial/federal legislation and regulation pertaining to the disclosure and release of information by a public body.