



## COUNCIL POLICY C-AD08

## Media Response

Prepared By:	Communications	Council Approval Date:	Sept. 25, 2012
Effective Date:	September 25, 2012	Council Resolution No.:	N/A
References:	Corporate Communications Guidelines	Previous Revision Date:	January 23, 2007 (Policy AD 008)
Function:	Public Relations	LAS Review Date:	September 4, 2012

**PURPOSE**

The purpose of this policy is to outline the basic rules for media management to ensure Parkland County has a means of using key messages, coordinating media responses, and uses such interactions to maximize the County's positive profile.

**POLICY STATEMENT**

Parkland County values having a positive relationship with the media and, even when dealing with contentious issues, will work with the media to ensure accurate information is relayed in a positive manner.

**SCOPE**

This policy applies to Council Members and Parkland County employees, consultants, public committee members, or anyone else acting on behalf of Parkland County whenever they are dealing with the media or a media representative.

**MANAGEMENT RESPONSIBILITIES**

The Manager of Communications and Strategic Planning is responsible for the implementing, monitoring and evaluating of this policy.

**STANDARDS**

1. Members of Council, employees, consultants, public committee members, or others shall:
  - a. Determine the interview topic, inquire about possible questions, and ask who else will be interviewed on the topic.
  - b. Arrange interview when the media makes a request. This includes time and place or availability for call back and phone number he or she can be reached at.
  - c. Consult with the Manager, Communications and Strategic Planning, who will assist in developing media response lines (key messages) as required.
  - d. Notify the Manager, Communications and Strategic Planning, with scheduling information to monitor the issue in the media.
  - e. Plan what you intend to say and develop an outline (mentally or literally) that includes discussed key messages or media response lines.
  - f. Contact the media or attend the interview.

