

## **Media and Communications Policy**

### ***General Statement***

The Town Council believes that regular, clear and timely communication between the Town Council and the public it serves promotes positive relationships and is mutually beneficial.

The Mayor and Clerk are the official spokespersons of the Town Council. They may from time to time designate other staff to speak on behalf of the Town Council in areas of their specific expertise.

It is the intent of this policy to ensure that the most credible person, the one who represents the highest level of responsibility and knowledge concerning the subject, is the one designated to speak on the subject. Where no person is specifically designated, it is assumed that the Chairperson of a specific committee is the spokesperson of that committee.

When communicating with the public and media, whomever is communicating must specify if they are speaking on behalf of the Town Council or expressing their own opinions.

### ***Specific direction***

Council will make a determination of major subject areas within the Towns operation and if deemed necessary, will pre-designate individuals to act as spokesperson for that particular subject area. Council may also recommend training in public/media relations.

Council will also on a project by project basis, appoint a spokesperson for that specific project, if deemed necessary.

Appropriately designated staff or council will respond to all media or public inquiries in a timely and factual manner.

Staff and councilors approached for comment on specific subjects must seek approval before issuing such comments, unless formally delegated authority in advance by Council or Clerk, otherwise, they must make it clear that they are expressing their own opinion and not that of the Town council.

Negative or inaccurate information from third parties or unauthorized sources will be challenged and corrected to ensure fair representation of the Town Council.

Staff, council or committee members issuing statements or comments on behalf of the Town Council for which they have not been given specific authority to do so is strictly prohibited.

**Approved January 25, 2005**