

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



**POLICY TITLE: INTERNAL HANDLING OF MEDIA REQUESTS**

**POLICY NUMBER: COUNCIL - 133**

<i>Date of Council Adoption:</i> May 30, 2011	<i>Date of Last Amendment:</i> January 28, 2019
<i>Council Resolution Number:</i> 2011-234, 2013-082, 2015-285, 2019-042	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> January 14, 2019

**Policy**

The media plays an important role in providing information to the public on matters of civic interest.

Whenever possible, media inquiries should be addressed promptly to accommodate publication or broadcast deadlines, subject to operational requirements and the City's policies and bylaws.

1. With the exception of routine events and basic information that is readily available to the public, all media requests for interview or information should be routed through the Chief Administrative Officer or Communications Officer.
  - a. The Communications Officer will ensure media has current contact information and is reminded as to the City's policy.
  - b. The Communications Officer will ensure all requests are handled in a timely manner.
2. The Chief Administrative Officer or Communications Officer will recommend individuals to serve as spokespersons on specific projects.
3. Staff will provide a briefing report with key messages to the authorized City spokesperson prior to an interview.
4. Unless otherwise authorized, the City's spokespersons are:
  - Mayor
  - Deputy Mayor
  - The Chief Administrative Officer

- Corporate Administration Department
- Department Heads
- Exceptions regarding departmental spokespersons may be made at the discretion of the department head.

**Rationale**

By having the individual with the most responsibility or authority on the subject serve as the spokesperson, the City ensures that only the most accurate information is released to the media.