

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



**POLICY TITLE: MEDIA RELEASES**

**POLICY NUMBER: COUNCIL - 134**

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| <i>Date of Council Adoption:</i> May 30, 2011                                      | <i>Date of Last Amendment:</i> November 23, 2020                                        |
| <i>Council Resolution Number:</i> 2011-234, 2012-054, 2013-082, 2015-285, 2019-042 |                                                                                         |
| <i>Originating Department:</i> Administration                                      | <i>Date last reviewed by the Governance and Legislation Committee:</i> November 9, 2020 |

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**Policy**

A media or press release is a factual, written summary of information issued to the media for the purpose of making a statement or announcement and/or replying to questions from the media.

The underlying principles for handling media releases are:

1. As newsworthy information becomes available or events occur, staff will notify the Manager of Communications and Government Relations.
2. The Manager of Communications and Government Relations will prepare all City media releases.
3. The Manager of Communications and Government Relations works with the Chief Administrative Officer (CAO) and Director of Corporate Administration, as necessary, when releasing information to the public and to the media.
4. The Mayor or designated Deputy Mayor, when the Mayor is absent, is the primary spokesperson.
5. If a secondary quote is required in a release for further clarification or operational statement, it can be from a member of the City's Senior Leadership Team or a designate.
6. Individuals quoted in a media release will have final approval of their individual quote in the context of the release.

7. All media releases will be reviewed by the CAO and approved by the CAO and the Mayor or Deputy Mayor prior to release.
8. The Manager of Communications and Government Relations will inform City Council of the media release prior to distribution.
9. The Manager of Communications and Government Relations will direct media queries to the appropriate designated person.

**Rationale**

The City of White Rock will present information in a positive manner that aligns with Council's Strategic Priorities while balancing the media's interest in serving the needs of readers, listeners and viewers.