



Town of Happy Valley-Goose Bay
Policy Statement

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Approved Date: September 30, 2014	Effective Date: September 30, 2014	Revision Date: February 23, 2016	
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Topic: Media Relations

Policy Statement:

The Town of Happy Valley-Goose Bay acknowledges that effective communications is paramount to providing the public with accurate and timely Town related information. To ensure proper dissemination:

- a) The Mayor (or Acting Mayor) shall be the official spokesperson for the Town of Happy Valley-Goose Bay. If unavailable or chooses to defer comment, succession as per the following shall be initiated:
 - i) Chair of the appropriate committee
 - ii) Acting Chair or Councillor sitting on the appropriate committee
 - iii) Town Manager and/or director of the appropriate department when the issue is: 1) of an operational or technical nature; and 2) not related to policies or decisions of Council.
 - iv) Manager of Public Relations shall become the spokesperson only when: 1) the Town Manager or director of the appropriate department is unavailable; and 2) the issue is not related to policies or decisions of Council.
- b) Members of Town Council, management or staff who receive direct communication from a reporter/journalist/media outlet must direct the media person to the Manager of Public Relations in advance of confirming availability or facilitating the request.
- c) Briefing materials and key messages will be prepared and provided by the Manager of Public Relations, in consultation with the director of the relevant department, to the spokesperson in a timely manner.



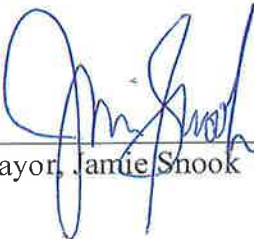
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Topic: Media Relations Continued


- d) Written responses to media requests for comments, quotes or promotional articles will be prepared by the Manager of Public Relations in consultation with the director of the relevant department. Responses must be approved for dissemination to the media by the Town Manager, Mayor and the person to whom the request is made.
- e) The Manager of Public Relations will ensure media requests, responses and briefing materials are relayed to Town Council for information purposes and to ensure consistency in messaging.
- f) In the event that an emergency is declared, Section 2.2 of the Town of Happy Valley-Goose Bay Emergency Management Plan shall immediately supersede Policy # A0032, Section (a) and (d).

IN WITNESS WHEREOF, this policy is sealed under the Common Seal of the Town of Happy Valley-Goose Bay.



Mayor, Jamie Snook





Town Manager, Wyman Jacque