

Type of Decision									
Meeting Date	Friday, March 23, 2012				Report Date	Friday, March 16, 2012			
Decision Required	X	Yes		No	Priority	X	High		Low
Direction	x	Information Only			Type of Meeting	X	Open		Closed
REPORT TITLE									
Press Release Policy Report #23/03/12/1106									

Subject: To recommend a policy for the use and content of media/press releases and newsletters to disseminate accurate positive information to local media and public instead of simply receiving negative coverage.

RECOMMENDATION: That Council adopt the following resolution outlining a policy to control the content and release of information from Council that is fair and provides even coverage of both positive and negative incidents through press releases, media contact guidelines and newsletters.

**WHEREAS** the Council of the United Townships of Head, Clara & Maria deems it appropriate to be able to contribute positively to the media coverage received by the municipality through press releases but wishes to maintain control over content;

**THEREFORE BE IT RESOLVED THAT** the Council of the United Townships of Head, Clara & Maria does hereby adopt the following policy (as amended) on press releases, media contact and municipal newsletters to be utilized by staff, Council and municipally authorized groups.

Background/Executive Summary: Pretty self-explanatory. Media coverage of the proceedings of the municipality of late has been mainly negative and Council feels that it is important to attempt to remedy the practise of only reporting negative or controversial topics by providing positive copy to portray the true friendly culture and atmosphere of our municipality.

Staff have completed some research and have created the following draft policy and guidelines to be considered by Council to be utilized to help moderate the coverage that our municipality receives in the local media through press releases, media contact and newsletter content.

Financial Considerations/Budget Impact: None

Policy Impact: Creates new policy.

Others Consulted/Resources/References: various websites including  
[http://ripon.edu/offices\\_resources/marketing\\_communications/press\\_release\\_policy.htm](http://ripon.edu/offices_resources/marketing_communications/press_release_policy.htm);  
[http://www2.montana.edu/policy/media\\_policy/](http://www2.montana.edu/policy/media_policy/);

Approved and Recommended by the Clerk

Melinda Reith,  
Municipal Clerk

*Melinda Reith*