

## Appendix I

### Establishing a Region of Peel Media Release Policy

#### COMMON PRACTICES ON MEDIA RELEASE DISTRIBUTION

Town of Caledon	<ul style="list-style-type: none"> <li>• The decision to use a media release as a communications tactic is made between the Communications Advisor and their internal client.</li> <li>• Communications will draft the media release in accordance with Communications style guidelines and circulate to client(s) for review. In most cases, the media release includes a quote from the Head of Council and requires their review and final sign-off. Following client and Mayor's Office review, the media release is sent to the General Manager (GM), Strategic Initiatives (SI) for review.</li> <li>• The GM of SI will either 1) sign-off and direct Communications to distribute the media release to the Town's established media contact list electronically or 2) send the media release to the CAO for final review and sign off. This decision is made on a case-by-case basis, depending on the issue at hand.</li> <li>• Once the CAO reviews/edits the media release, it is considered final and distributed to the media contact list. The media release is also posted to Town social media channels and to the Town's website.</li> </ul>
City of Brampton	<ul style="list-style-type: none"> <li>• The City follows best practices for Media Releases and it varies by scenario based on the situation, newsworthiness, quote approvals (esp. if third party), amount of information available at time of the meeting or the presentation of the motion.</li> <li>• Generally, for Media Releases we include quotes from Mayor, Chair and Vice Chair of respective Committee and CAO. Depending, the City may include Ward Councillors depending on the nature of the communication.</li> <li>• Councillors at times do their own releases and ideally there would be some fact checking process but that does not currently exist.</li> <li>• If the City has shared media releases following a Committee of Council meeting (i.e. for newsworthiness' sake), we emphasize that the resolution still requires ratification at the next City Council meeting.</li> <li>• If the City is participating in a joint release with another level of government or organization, we wait to share until the owner of the release has distributed before issuing to our media lists.</li> </ul>

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City of Mississauga	<ul style="list-style-type: none"><li>• The City's Strategic Communications team works closely with business areas across the organization to plan and prepare appropriate news releases.</li><li>• Each week, the team carefully reviews both the General Committee Agenda and Council Agenda to plan and prepare media releases and media activities accordingly.</li><li>• Releases that are prepared in advance of the meetings are again reviewed following the discussion and direction/approval of Council and any necessary updates are immediately made.</li><li>• In general, releases are prepared when there are items that would result in an impact to residents, support our City's Strategic Plan, there is a call to action for residents, announcement of a change in service or program, changes/updates to fees, by-laws or policies, important funding announcements with other levels of government, national and/or prestigious awards/recognition the City receives, significant updates to masterplans and/or projects and important initiatives that impact the municipality.</li><li>• Releases are issued based on the most appropriate timing, some are issued directly following the Council meeting and/or Council decision/direction others are timed to when the topic is most relevant.</li></ul>
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