
CATEGORY: INFORMATION MANAGEMENT

SUBCATEGORY: CORPORATE COMMUNICATIONS

SUBJECT: MEDIA RELEASE POLICY

A. PURPOSE

To describe the general principles to be used in releasing information to the media on behalf of the Region of Peel.

The Region will use a media release as one part of an overall communications strategy, with the intent of reaching media audiences, and supporting broad awareness and sharing of information related to Regional activities.

B. SCOPE

This policy applies to Region of Peel employees who communicate on behalf of the Region of Peel. This policy is to be read in conjunction with the following legislation and policies:

- [Corporate Policy HR02-01 Code of Conduct](#)
- [Corporate Policy G00-26 Use of Corporate Resources for Election](#)
- [Ontario *Municipal Freedom of Information and Protection of Privacy Act* \(MFIPPA\)](#)
- [Ontario *Personal Health Information Protection Act* \(PHIPA\) \(2004\)](#)

Staff must also refrain from commenting on any Regional matter that is personal or confidential, in accordance with the *Municipal Freedom of Information and Protection of Privacy Act* (MFIPPA), or in camera, or is the subject of litigation.

This policy does not apply to Members of Council who wish to work directly with the media. Council members who wish to work directly with the media may do so and shall have regard to applicable provincial legislation including MFIPPA and PHIPA and the Council Code of Conduct, including the *Municipal Elections Act*, *Municipal Conflict of Interest Act*.

DEFINITIONS

"Media Release" means a summary of information that is written with the intent of capturing media coverage, that expresses a Regional point of view, offers further comment regarding an action taken by the Region, or provides information regarding a Regional event, program or service.

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"Spokesperson" means a Regional employee or elected official who is the primary contact with the media, and who is fully briefed and authorized to speak to the media on behalf of the Region.

C. POLICY

RESPONSIBILITIES

1. The Regional Chair and Chief Executive Officer is responsible for:
 - a. serving as the Corporate Spokesperson or delegating as required, on matters of Council.
2. The Chief Administrative Officer (CAO) is responsible for:
 - a. acting as the Regional Spokesperson or delegating as required, on matters of a corporate or administrative nature.
3. The Director of Communications is responsible for:
 - a. ensuring that the Policy and Procedures for preparing media releases are followed.

D. PROCEDURES

1. A Procedure has been established to support this Policy. The Procedure sets out parameters for developing Media Releases, responsibilities of staff, key spokespersons, and timelines.

APPROVAL SOURCE:	Provided by issuer &/or Clerk's, Legislative Services
ORIGINAL DATE:	Provided by original issuer
LAST REVIEW DATE:	Provided by issuer
LAST UPDATE:	Provided by issuer
EFFECTIVE DATE:	Provided by issuer
RESPONSIBILITY:	Corporate Services/Marketing and Communications

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