



# CULTUS LAKE PARK

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## Administrative Policy

Section:	
Sub-Section:	
<b>Title:</b>	<b>MEDIA RELEASES AND STAFF CONTACT WITH THE MEDIA</b>

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### APPROVALS

<b>Approval Date: December 14, 2022</b>	<b>Approved by: Cultus Lake Park Board</b>
<b>Amended:</b>	<b>Approved by:</b>
<b>Amended:</b>	<b>Approved by:</b>
<b>Amended:</b>	<b>Approved by:</b>

## **1. POLICY STATEMENT**

To ensure that the public is provided with consistent and accurate information, media releases and staff contact with the media will be in accordance with this policy.

Cultus Lake Park Board and staff are committed to provide accurate and current information to ensure good relations with community members in a transparent manner.

## **2. PROCEDURES**

All requests from the media shall go through the Board Chair or Chief Administrative Officer unless otherwise directed. He or she will ascertain the nature and details of the request and gather the pertinent information in order to respond.

### **2.1 Media Releases from Staff**

- (i) All media releases proposed by Management staff will be submitted to the Chief Administrative Officer. If approved, the media release information will be forwarded to the Administrative Assistant, Communications, & Special Events Coordinator to prepare a release. The Chief Administrative Officer or designate shall obtain approval to release from the Board Chair depending on the issue.

### **2.2 Media Releases from the Board**

- (i) All media release requests from the Board shall be directed from the Board Chair and prepared under the direction of the Chief Administrative Officer or designate prior to publication.

### **2.3 Media Requests to Staff**

- (i) All requests from the media to staff for comments will be directed to the Chief Administrative Officer or designate. Staff will ensure that information on the matter will remain confidential and will not be released or relayed unless directed to do so.
- (ii) In the event that the request is technical in nature, the Chief Administrative Officer or designate may consult with the appropriate staff person.
- (iii) In the absence of the Board Chair and/or Chief Administrative Officer the Board Chair or Chief Administrative Officer may then designate an alternate.

### **2.4 Media Conferences**

- (i) Media Conferences may be organized by the Administrative Assistant, Communications, & Special Events Coordinator under the direction of the Chief Administrative Officer and/or designate as directed by the Board Chair. Members of the Board and appropriate staff may be invited to attend the conference.

### **2.5 Release**

- (i) Information given to the media will be provided to all Commissioners and appropriate staff and will be posted on the Park website.