

## **City of Cornwall Media Relations Policy**

### **Purpose**

To ensure effective and consistent communication with the media and the public, maintaining the City's commitment to transparency, accountability, and community engagement.

### **Scope**

This policy applies to all City of Cornwall employees, elected officials, and representatives.

### **Authorized Spokespersons**

Prior to speaking with media, **all** requests and comments should be coordinated with the Communications Manager and communications team.

Mayor and City Council Members: Official statements and positions on policy, governance, and strategic initiatives.

Chief Administrative Officer (CAO): Operational matters and administrative policies.

General Managers and Directors: Specific departmental issues, projects, and programs.

Subject Matter Experts: Project leads, highly specialized individuals who have technical project knowledge, as identified, and approved, by the Manager of Communications.

First Responders: Emergency Response personnel with on-scene knowledge of emergent situations and operational updates, as identified, and approved, by the Manager of Communications.

Manager of Communications & Communications Team Members: Media inquiries, press releases, and crisis communication.

### **Procedures**

1. Media Inquiries:
  - Employees must inform the Communications Manager and Communications Team of any request for comment in writing or any request for appearance on radio or TV programming.
  - Direct all media inquiries received directly to the Communications Manager/Team.
  - Employees must not respond to media requests unless authorized by the Manager of Communications.
  
2. Press Releases and Statements:
  - Press Releases are to be drafted and actioned by the Manager of Communications or Communications Team.
  - Drafts must be approved by the CAO or Director of Government Relations and Corporate Priorities, and any quoted individual (including but not limited to the Mayor, Councillors, CAO, Department Heads, External Stakeholders, etc.).
  - All Press Releases will be published in English and French via the City's website.
  
3. Social Media:

- Official City social media accounts are managed by the Communications Team.
  - City employees must abide by the City's Social Media Policy at all times, whether on or off the clock.
4. Crisis Communication:
- In crisis situations, the Communications Manager coordinates all media responses.
  - In emergencies, every effort will be made to communicate proactively and accurately in a timely way, across communications channels, including via mainstream and social media.
  - A designated Crisis Communication Team will be activated as necessary. This team will work in close collaboration with any necessary Emergency Services and aligned with the Emergency Notification Policy.
5. Training:
- City Staff identified as official spokespersons will be provided with Media Training
  - Best practice baseline and refresher courses will be provided on a regular basis.
  - Requests for such training can be made via Communications.
6. Monitoring
- The Communications Manager and Communications Team will monitor media coverage and public sentiment as appropriate.

Non-compliance with these procedures may result in disciplinary action.

### **External Media**

All media requests are to be submitted to [communications@cornwall.ca](mailto:communications@cornwall.ca). Requests submitted through any other channels will be deemed unofficial and may not be responded to. Any responses solicited through inappropriate/unofficial channels (i.e., not provided by Communications and approved per the procedure outlined above) will not be considered the official position of the City of Cornwall.

### **Vision Alignment**

This policy supports Cornwall's vision of being a diverse and progressive community, ensuring residents and partners are well-informed and engaged. By maintaining clear and consistent communication, we foster a safe and welcoming environment that upholds our commitment to high-quality, sustainable services.

For more details or inquiries about this policy, please contact the Communications Team at [communications@cornwall.ca](mailto:communications@cornwall.ca).