



City of Moose Jaw

COMMUNICATION # EC-2019-0163

TITLE: City of Moose Jaw Communications Policy

TO: Executive Committee

FROM: Department of Communications

DATE: August 30, 2019

PUBLIC: This is a public document

RECOMMENDATION

THAT the Communications Policy be approved substantially in the form attached to this report as Schedule "A".

TOPIC AND PURPOSE

The purpose of this report is to provide Executive Committee with a revised Communications Policy following a public consultation period.

BACKGROUND

While there are some existing Policies that address certain areas of communication (Public Notice Policy and Customer Service Policy), and a 2018 document containing guidelines for two-way communication between City Council and City Administration, the City of Moose Jaw currently does not have an all-encompassing Communications Policy.

DISCUSSION

- The City currently does not have a Communications Policy, and creating this document was established as a priority by the Communications Manager, in consultation with the City Manager.
- The Communications Policy includes guidelines addressing the following areas:
 - Media Relations.
 - Public Engagement strategies.

- Construction Communication protocol.
- Social Media Usage.
- City Council.

OPTIONS TO RECOMMENDATION

- Do not approve the Communications Policy

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT

Following an initial presentation of the Communications Policy to Executive Committee June 24, 2019, direction was provided to consult the public and ask for feedback before the Policy would be reconsidered. Public consultation on the Communications Policy was open from July 16-24 and during that period six (6) responses were collected.

Three of the responses expressed concern with the Media section and suggested the City does not have the right to determine who and who is not a legitimate media outlet. This particular wording was not found in the original Communications Policy, but rather sprang out of Policy discussion when presented to Executive Committee. Also at issue was a line from the Policy that stated, "The City will monitor media coverage and with discretion may seek corrections if we deem the content to be incorrect, one-sided or a misrepresentation."

- Upon consideration of those comments and a review of the statement, that line has been revised to: "The City will monitor media coverage of City Hall-related news items and with discretion may seek corrections if content is found to be factually incorrect or a significant misrepresentation of facts."
- Upon review of the Policy, we have also adjusted language in the "Construction Communication" section to outline a process for communicating with businesses when projects may cause disruption and access issues for customers.

COMMUNICATION PLAN

Should the Communications Policy be approved, the Policy shall be distributed to media outlets in our distribution list used for media releases, posted to the City's website and publicized once available for public viewing online.

STRATEGIC PLAN

The Communications Policy supports all of the City's Strategic Core Values - Community Pride, Sustainable Community Growth, Community Wellness, Community Safety and Progressive Civic Administration - in various ways.

OTHER CONSIDERATIONS/IMPLICATIONS

There are no official community plans, bylaw or policy implications, privacy implications, financial implications or other considerations.

PUBLIC NOTICE

Public Notice pursuant to the Public Notice Policy is not required.

PRESENTATION

VERBAL: x The Communications Manager will be in attendance at the meeting.

ATTACHMENTS

- i. Schedule "A" – City of Moose Jaw Communications Policy V2 - 2019
- ii. Schedule "B" – City of Moose Jaw Communications Policy Feedback

REPORT APPROVAL

Written by: Craig Hemingway, Communications Manager

Approved by: Jim Puffalt, City Manager

Approved by: Fraser Tolmie, Mayor

To be completed by the Clerk's Department only.

Presented to Regular Council or Executive Committee on _____.

No. _____

Resolution No. _____

Report Approval Details

Document Title:	City of Moose Jaw Communications Policy - EC-2019-0163.docx
Attachments:	- City of Moose Jaw Communications Policy - V2 2019.pdf - Schedule B Communications Feedback.pdf
Final Approval Date:	Sep 5, 2019

This report and all of its attachments were approved and signed as outlined below:

No Signature - Task assigned to Tracy Wittke was completed by assistant Maureen Latta

Tracy Wittke



Jim Puffalt



Fraser Tolmie