



## POLICY STATEMENT

### ADVERTISING AND PUBLIC RELATIONS

#### 1. Advertisements:

Advertising required pursuant to the Municipal Act must meet the minimum distribution requirements of the Act.

In communities with two newspapers, advertising will be alternated between papers, particularly in those situations when use of either paper will meet Municipal Act requirements. All ads will include the Regional District logo and name at the top left corner and a border. For certain ads, Municipal Act standards for size of type and borders must be met. For those Ads that must be run more than once to meet the Act conditions, there must be a statement included that the Ad is the first (second, third) insertion of however many insertions are required. Ads must be approved by the Director of Finance, the Director of Administration and the Administrator. Instructions must be given to the publication involved that billing is to be to the Dawson Creek office and that the ad must be sent in for proof-reading prior to publication.

Radio and television advertisements must be sent in written format to the broadcast media. Broadcast ads should be sent to the appropriate medium (radio or TV) for coverage to the target audience.

For rural meetings, the Municipal Act will be followed, where required. In meeting those requirements and where there is sufficient lead time, ads should be published in rural oriented publications. Where time does permit or a legally required meeting affects a property or taxpayers who reside within 8 kilometres of the boundary of Dawson Creek, Pouce Coupe, Taylor or Fort St John, the Alaska Highway News or the Peace River Block News may be utilized. The Chetwynd Echo will be utilized for any rural meetings that occur in the Hudson's Hope or Chetwynd area.

Where informational meetings affect more than one rural community area and where time permits, additional information advertisements may be placed in the Alaska Highway News or the Peace River Block News, on a case by case basis.

#### 2. News Releases

News releases must be sent to all regional media, and to outside-region media as determined on a case by case basis. Where possible, news releases should be sent out early in the day so that the broadcast and print media both have it in time for that day's use. **Copies of all news releases must be sent by fax to all Directors at the same time as the release is made to the media.** This policy applies even if the release only applies to one electoral area and also applies to news releases issued by electoral area or municipal directors. Directors who issue their own releases are to send their release to the Dawson Creek office so staff can comply with this policy.

### 3. Public Statements

Public statements should have either the backing of the Board, through a resolution, or the backing of the Administrator through an Administrative Directive. An Administrative Directive might be a requirement in the Municipal Act to issue a public notice, a requirement to publicly advertise vacant positions, or simply a request to make the public aware of some facet of Regional District operations.

Administrative statements should be approved by and sent out in the name of the Administrator. Examples of this will be notices of hearings, tender calls, position competitions.

Political matters, such as announcements about Board discussions, may be prepared by staff and approved by the Administrator but should be released in the name of the elected officials. On general matters, the Chairman should issue statements. On matters relating to specific electoral areas or municipalities, the Director from that area should be given the first opportunity to release the information.

When in doubt as to the political or administrative nature of a public statement, staff members should consult with the Administrator or Deputy Administrator.

On administrative matters, announcements and statements should be made by the Administrator or the Deputy Administrator. The Administrator may delegate authority to issue statements to other members of staff, such as Department Heads.

All public statements, brochures and pamphlets must be grammatically correct and must contain the necessary basic information (who, what, where, when, why and how) without getting into detailed explanations or justifications for an action. Each item must be edited by either the Administrator, Deputy Administrator, Director of Administration or Senior Accountant. Any statement which includes financial information must be approved by the Director of Finance.

All brochures, pamphlets and news releases should include the full name of the Regional District, the logo and a return address, and telephone number either for the Fort St John or Dawson Creek offices.

### 4. Canada Post Distribution

For legally required meetings and informational meetings in the rural area, informational leaflets will be distributed via Canada Post. In many cases in the rural area, this will be more effective than a poorly distributed newspaper ad. For legal meetings, the situation might sometimes arise where Canada Post distributed notices are the best option, with an ad in an appropriate newspaper simply to meet Municipal Act requirements. Where the entire rural area is affected, decisions on leaflet distribution will be made on a case by case basis in consultation with the four Electoral Area Directors. Postmasters will also be requested to place one of the informational leaflets on their respective post office bulletin board. For rural meetings, use of local radio should be considered.