



Administrative Report

Office of the Manager of Corporate Communications

To: Warden Tom Bain and Members of County Council

**From: Renée Trombley
Manager of Corporate Communications and Accessibility**

Date: March 7, 2018

Subject: Corporate Communications & Media Relations Policy

Report #: 2018-R003-CCA-0307-RT

Purpose

To request approval of a proposed new policy regarding corporate communications and media relations for the Corporation of the County of Essex.

Background

The Corporation of the County of Essex recognizes the role our employees, partners, the public and the media can play in raising awareness of our programs, as well as promoting public confidence in our commitment to providing quality services for residents. As such, this policy aims to provide guidance for staff with respect to communication guidelines and practices as well as to provide direction about how to effectively handle requests from the media.

The Corporate Communications and Media Relations policy is intended to protect and promote the reputation of the County of Essex, while ensuring accurate, informative, consistent and professional messaging to various public audiences and stakeholders.

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Discussion

An important objective outlined in the Corporate Communications Strategy that was approved by County Council on April 19, 2017, was the creation of formalized communication processes. The attached draft policy aims to provide communication guidelines as it relates (but is not limited) to the following areas:

- County of Essex communication products and tools (including online presence such as website, social channels, etc., as well as brochures, banners, other corporate collateral and communication pieces);
- County of Essex brand; the treatment of the visual and corporate identity;
- Consistency in a corporate tone, voice and style in both internal/external messaging;
- Media relations; responding to and recording media inquiries.

The attached draft policy assists in solidifying the corporate brand and identity and supports communication processes and activities across the organization that are coordinated, effectively managed and responsive to the information needs of Council, employees, partners and the public.

Recommendation

That County Council approve the proposed Corporate Communications and Media Relations Policy #18-001.

Respectfully Submitted

Renée Trombley

Originally Signed by

Renée Trombley, Manager of Corporate Communications and Accessibility

Concurred With,

Robert Maisonville

Originally Signed by

Robert Maisonville, Chief Administrative Officer

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Appendix No.	Title of Appendix
Appendix 1	Corporate Communications & Media Relations Policy #18-001