

POLICY No. 2003-12

Protocol – News Release Policy

Originating Department CAO

SMT Approval: 2003-10-16

Council in Committee: N/A

Recommendation #: N/A

Council Approval: N/A

Resolution #: N/A

Revision History:

[Click here for revision history](#)

1. PURPOSE

Establish a Protocol for the preparation and circulation of Haldimand County News Releases.

2. POLICY

1. Prepare News releases using the News Release template in Microsoft Word, found under “My Templates”. Use Arial font size 11 with justified margins. Insert the circulation date and contact information for the Coordinator, Strategic Initiatives. News releases should be no more than one page in length.
2. The Mayor and/or Chief Administrative Officer must approve all non-routine news releases or news releases dealing with sensitive or contentious subject matter, *before* they are distributed. Once the news release has been drafted, the author will e-mail the draft to the Coordinator, Strategic Initiatives, allowing a minimum of one day’s notice. Once the Coordinator, Strategic Initiatives has reviewed and edited the draft news release, he/she will:

Scenario A) *If the release is non-routine or contains contentious/sensitive subject matter* – circulate the draft to the Mayor and Chief Administrative Officer for final review and approval.

Scenario B) *If routine and non-contentious* – CSI will send to Senior Management Team and Council.

Staff must allow sufficient time when drafting news releases to allow a minimum of two

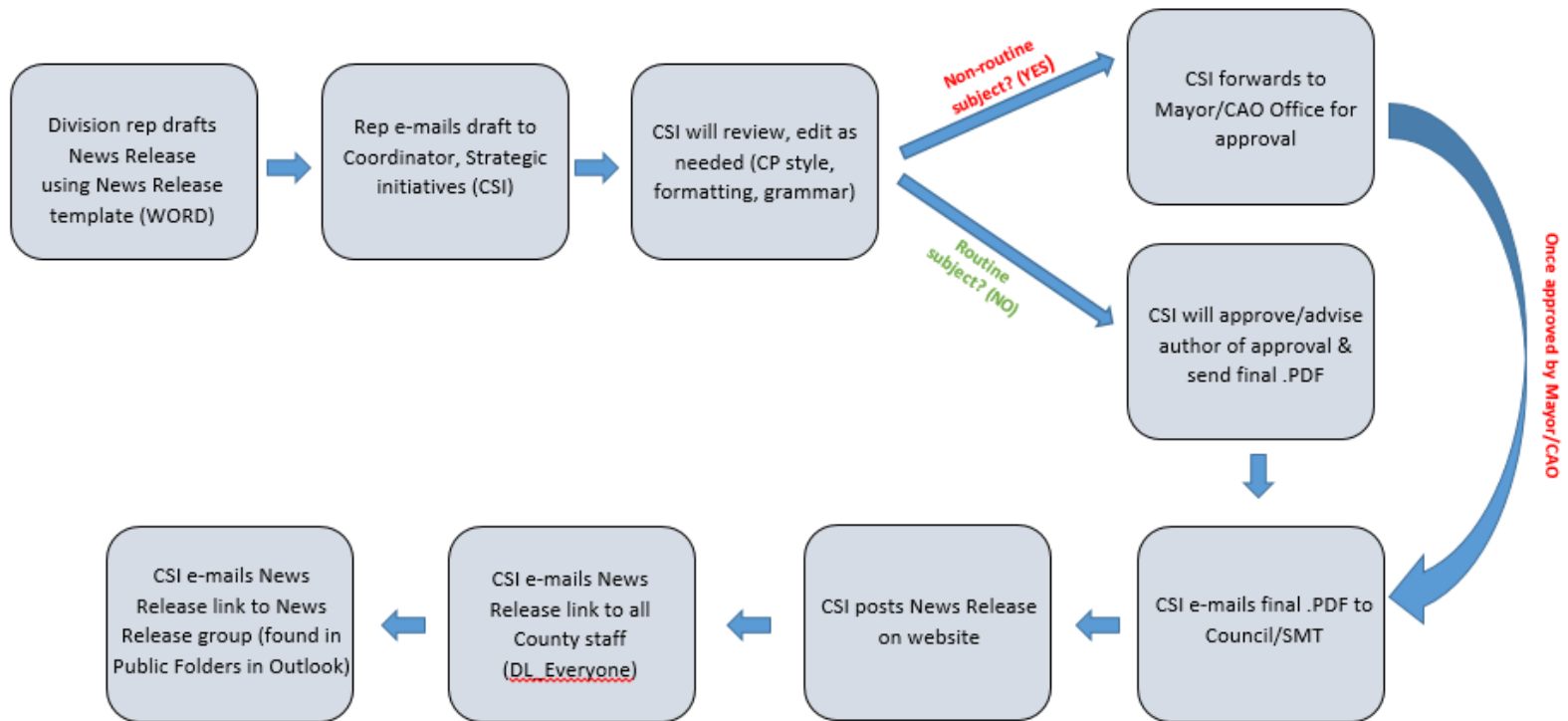
days notice to conduct these reviews, excluding an emergency situation where timelines must be accelerated. The author will be notified by the Coordinator, Strategic Initiatives when the News Release is approved for circulation.

3. Once approved by the Mayor and Chief Administrative Officer (scenario A) or Coordinator, Strategic Initiatives (scenario B), it is the responsibility of the Coordinator, Strategic Initiatives to convert the document into PDF format. The PDF format is to be used for all electronic transmissions of the news release.
4. The Coordinator, Strategic Initiatives will then send the PDF copy of the news release to members of Council and the Senior Management Team. It is imperative that members of Council and the Senior Management Team be provided with a copy of the news release PRIOR to external distribution.
5. Circulation to all other appropriate parties is the responsibility of the Coordinator, Strategic Initiatives. These must include, but are not limited to the following:
 - A) posting an electronic copy of the news release on the County website.
 - B) e-mailing Haldimand County staff (DL_All Staff) with a link to the news release on the website, with a message to Managers to post in locations where employees do not have access to e-mail
 - C) e-mailing news release to the News Release Group (located in the Public Folders area in Outlook) and all other appropriate parties (e.g: members of parliament and members of provincial parliament).

In the event the Coordinator, Strategic Initiatives is unavailable for a period of more than one day, it is the responsibility of the Division for whom the news release was drafted to follow steps 2-5 and contact the Executive Assistant to the Mayor or IS Department for posting on the website.

In the absence of the Coordinator, Strategic Initiatives, ALL news releases – routine AND non-routine – must be approved by the Chief Administrative Officer.

News Release Preparation & Distribution Process Map



Media Contact List

| Media | Location | Phone | Newsroom Fax | Newsroom E-mail |
|--|-------------|---|----------------|--|
| TV STATIONS | | | | |
| CTV | Kitchener | (519) 578-1314 | (519) 743-0730 | news@kitchener.ctv.ca |
| CHCH | Hamilton | (905) 522-1101 ext. 2251 | (905) 523-8011 | tips@chch.ca |
| RADIO STATIONS | | | | |
| 98.9 myFM (CHCD-FM) | Simcoe | (519) 426-7700 | (519) 426-8574 | |
| Easy 101 FM Country 107.3 AM (CKOT) | Tillsonburg | (519) 842-3071 | (519) 842-4284 | news@easy101.com |
| Y108 FM CHML 900 AM Vinyl 95.3 FM (CJXY & CING) | Hamilton | (905) 521-2700 | (905) 540-2452 | news@900chml.com |
| Jewel 92.1 FM AM 1380 (CKPC) | Brantford | <i>Studio:</i> (519) 759-4212 <i>Office:</i> (519) 759-1000 | (519) 753-1470 | news@ckpc.on.ca or warren@ckpcradio.com brents@ckpcradio.com (Morning News Anchor) |
| Giant 91.7 FM | Welland | (905) 732-4433 or 1-877-342-5917 (<i>after hours</i>) | N/A | info@giantfm.com |
| The Grand 92.9 FM | Caledonia | (289) 284-1070 or (289) 285-6397 ext. 1010 (<i>direct line to Yvonne, News Director</i>) | N/A | yvonne@thegrand.fm (News Editor) news@thegrand.fm |

Media Contact List (Continued)

| Media | Location | Phone | Newsroom Fax | Newsroom E-mail |
|-------------------------|----------------|--|----------------|--|
| NEWSPAPERS | | | | |
| The Haldimand Press | Dunnville | Office: (905) 768-3111 Kaitlyn's cell: (289) 684-0457 Jill's cell: (905) 745-6303 | N/A | kaitlyn@haldimandpress.com (Reporter) jill@haldimandpress.com (Co-Publisher) news@haldimandpress.com |
| Grand River Sachem | Caledonia | (905) 765-4441 | (905) 765-3651 | tbotting@sachem.ca news@sachem.ca |
| Hamilton Spectator | Hamilton | (905) 526-3420 | (905) 526-1395 | news@thespec.com |
| Simcoe Reformer | Simcoe | (519) 426-5710 K. Novak: Ext 529143 D. Pearce: Ext 529132 M. Sonnenberg: Ext 529150 | (519) 426-9255 | kim.novak@sunmedia.ca (Managing Editor) daniel.pearce@sunmedia.ca monte.sonnenberg@sunmedia.ca (News Reporters) |
| Brantford Expositor | Brantford | (519) 756-2020 | (519) 756-9470 | knovak@postmedia.com (Managing Editor) sam.colaiacovo@sunmedia.ca (News Editor) susan.gamble@sunmedia.ca heather.ibbotson@sunmedia.ca (News Reporters) |
| St. Catharines Standard | St. Catharines | (905) 684-7251 Ext 255 or 249 | (905) 684-4407 | angus.scott@sunmedia.ca (Editor in Chief) stcs.standard@sunmedia.ca |

| REVISION HISTORY | | | |
|----------------------------------|-----|---------|--|
| REPORT | CIC | COUNCIL | DETAILS |
| SMT Approval – June 2004 | N/A | N/A | Media contact list |
| SMT Approval – October 2004 | N/A | N/A | Term “Press” Release changed to “News” Release |
| SMT Approval – March 2007 | N/A | N/A | Media Contact List Renamed to “Contact List” and contents updated |
| SMT Approval – September 2007 | N/A | N/A | Contact list updated |
| SMT Approval – October 2007 | N/A | N/A | Contact list updated |
| SMT Approval – March 2008 | N/A | N/A | Contact list updated |
| SMT Approval – May 2009 | N/A | N/A | Contact list updated |
| SMT Approval – October 2009 | N/A | N/A | Contact list updated |
| SMT Approval – October 2010 | N/A | N/A | Contact list updated |
| SMT Approval – May 2011 | N/A | N/A | Policy revised to reflect technological efficiencies and contact list updated |
| SMT Approval – September 2011 | N/A | N/A | Contact list updated |
| SMT Approval – December 2011 | N/A | N/A | Contact list updated |
| SMT Approval – February 2013 | N/A | N/A | Contact list updated |
| SMT Approval – August 2013 | N/A | N/A | Contact list updated |
| SMT Approval – January 2014 | N/A | N/A | Contact list updated |
| SMT Approval – February 16, 2017 | N/A | N/A | Contact list updated & policy revised to reflect centralization of media relations activities (Coordinator, Strategic Initiatives) |