

To: Regional and Corporate Services Committee
From: Samantha Piper, Manager of Communications

Date: 2025-04-10

Subject: Media Relations Policy - update

Reviewed by: Kelly Lownsbrough, Director of Corporate Services & CFO
Jennifer Kinneman, Chief Administrative Officer

RECOMMENDATION

THAT the Fraser Valley Regional District Board adopt the *Media Relations Policy*.

BACKGROUND

The Fraser Valley Regional District Board adopted the current *Media Relations Policy* in 2008. On occasion, the 2008 Policy was vague pertaining to roles and responsibilities for staff and elected officials.

DISCUSSION

An updated Media Relations Policy will provide clear roles and responsibilities for the Fraser Valley Regional District staff and elected officials by outlining specific spokespeople and a strategic approach to media relations while ensuring professionalism and consistency. The intent of an updated Policy is to showcase the Fraser Valley Regional District as a trusted entity while highlighting events, projects, initiatives, bylaws, and policies and building trust in advance of times of emergency or crisis. The main goal of the relationship building is to protect the reputation of the Fraser Valley Regional District. Building strong working relationships with a two-way media relationship will assist greatly in establishing and maintaining an approachable and trusted organization for media outlets and audiences interested in the Fraser Valley Regional District.

COST

There is no financial implication associated with implementing the Media Relations Policy.

CONCLUSION

Staff recommends approval of the Media Relations Policy to support clarity of spokespeople roles and the building of valuable media relationships through a strategic approach and best practices.