



CITY POLICY

POLICY NUMBER: C420

REFERENCE:

City Council 1991 08 20
Commission Board 1983 08 24
Commission Board 1981 12 02
Commission Board 1977 04 13

ADOPTED BY:

City Council

SUPERSEDES:

1082, 1003, 1058, 1067, 1087, 1105

PREPARED BY: Corporate Communications

DATE: 1991 06 21

TITLE: Corporate Communications

Policy Statement:

The City of Edmonton, through its Departments and Offices, is committed to fostering a comprehensive understanding of the direction, programs and services of the Corporation to its publics. In support of this Corporate Communications will:

- (a) Ensure that through effective integration and quality control of timely, accurate and comprehensible communications activities, a positive image of the corporation is communicated to appropriate publics.
- (b) Advise and assist elected officials, senior management and departmental communications staff in areas related to media relations, public relations, creative production, advertising, marketing, special events and protocol.
- (c) Ensure comprehensive and appropriate use of copyrighted corporate trademarks including the City Signature, Crest, Flag, Flower and Hat.
- (d) Manage the production and delivery of all advertising and creative services for corporate wide programs and initiatives as well as advise and provide assistance for departmental programs and initiatives.

The purpose of this policy is to:

Protect and enhance the City of Edmonton's image as a well-managed city and a desirable place to live and work through effective communication of its programs and services, undertaken in a professional, cost-effective manner.

This policy is subject to any specific provisions of the Municipal Government Act or other relevant legislation or Union Agreement.



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AUTHORITY: City Council

EFFECTIVE DATE: 1991 06 21

TITLE: CORPORATE COMMUNICATIONS

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1. DEFINITIONS

- 1.01 Communications: as the practice of receiving, interpreting and transmitting information.
- 1.02 Corporate Communications Operations Manual: as a set of operating guidelines detailing procedures for executing civic communications programming.
- 1.03 Publics: as taxpayers, civic employees, community organizations, businesses, suppliers to the City, other levels of government, and all other individuals and groups which the City works with and serves.
- 1.04 Advertising: as the planning, coordination, production and placement of print, radio, television and outdoor advertising as well as sponsorships or promotions which have an advertising component.
- 1.05 Production Services: as the manufacture of publications, audio-visuals, emblematic and specialty products, displays and other material used to communicate with corporate publics.
- 1.06 Corporate Identity Committee: as the committee that manages the design elements and correct use of the City Signature and City Crest. Committee members are Manager, Corporate Communications (Chairperson), Director, Production Services, and Supervisor, Print Services.
- 1.07 Media Relations: as the news releases, public statements, news conferences and other methods and materials used to communicate with media representatives and outlets.
- 1.08 Special Events: as the openings, award nights, ground-breakings, recognition, commemorative, promotional or other events and functions sponsored by the City of Edmonton, usually as a result of direction by the Mayor, Council, Executive Committee or City Manager, involving senior civic elected and appointed officials, external dignitaries, invited guests, general public, news media, etc.
- 1.09 Emergency Communications: as the internal and external communications activities required as a result of an officially declared emergency or any serious and unusual activity or event involving City facilities or personnel, e.g. fatalities, serious injury or accident, major service outages, bomb threats, major thefts or other criminal activities, tornadoes, floods, etc.
- 1.10 Community and Business Support and Recognition: as the advice, support, liaison, planning and implementation of community and business communication activities, provided to external groups within the community of Edmonton, e.g. public meetings, film production, festival support, clean Edmonton programs, banner hangings, use of civic facilities for advertising/promotion, etc.



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- 1.11 Agency of Record: as any agency that holds a contractual agreement to fulfill multiple projects for a specific department.

2. RESPONSIBILITIES

2.01 City Council to:

- (a) approve this policy and any amendments thereto.
- (b) advise the City Manager of upcoming issues that could affect the positive public image of the corporation.

2.02 Executive Committee to:

- (a) recommend to Council any amendments to this policy.
- (b) advise the City Manager of upcoming issues that could affect the positive public image of the corporation.

2.03 City Manager to:

- (a) recommend to Executive Committee any amendments to this policy.
- (b) advise Chief Officer of Administrative Services of upcoming issues that could affect the positive public image of the corporation.

2.04 Department General Managers/Chief Officers to:

- (a) ensure department/office communications programming is carried out in a cost-effective, professional manner.
- (b) in consultation with Corporate Communications, develop advertising plans.
- (c) if required, request advice and support of Corporate Communications on any communications activities.

2.05 Chief Officer - Administrative Services to:

- (a) recommend to the City Manager any amendments to this policy.
- (b) advise Corporate Communications of upcoming issues that could affect the positive public image of the corporation.



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- (c) approve annual communication/marketing plan.

2.06 Manager of Corporate Communications to:

- (a) as part of the annual budgeting process, prepare communication/marketing plans to support all elements of this policy.
- (b) manage all activities, programs, personnel and financial resources required to effectively administer the elements of this policy.
- (c) liaise with all departmental communications staff to ensure effective integration of individual department activities into the overall corporate objectives.

3. PROCEDURES

Each of the following five areas will be supported with detailed operating procedures outlined in the Corporate Communications Operations Manual.

3.01 **Corporate Programming**

Corporate Communications will:

- (a) as directed by City Council and/or the City Manager, provide the necessary public relations planning and support for specific initiatives, programs and activities.
- (b) on an annual basis undertake a review of programs and multi-departmental public relations/advertising opportunities for the upcoming year with all client groups.
- (c) on a regular basis, minimum every four months, review with departments and City Manager's Office upcoming major projects or issues that could impact the public image of the corporation.
- (d) in discussion with departments, identify appropriate corporate role in the development and execution of programs to address the necessary public relations needs.
- (e) design, develop and execute an integrated public relations program incorporating media relations, advertising, special events, displays and co-operative community promotions that disseminate selected corporate-wide messages to targeted audiences in the city of Edmonton.



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- (f) to ensure understanding in the civic legislative process, coordinate, in consultation with City Clerk, the City Hall Tour program and associated hand-out materials.
- (g) under the direction of City Clerk, provide communications support for the municipal election process including the electoral forums, media relations and other related communications activities and functions.
- (h) design and develop corporate promotional tools for use of all departments on a cost recovery basis.

3.02 Advertising

Corporate Communications will:

- (a) in conjunction with Materials Management, ensure volume rates are negotiated and secured with major communication media (print, radio and television advertising) based on annual estimates secured from the departments prior to the beginning of the fiscal year.
- (b) advise and assist with the development of advertising plans. Execute, on behalf of departments, the approved plans.
- (c) coordinate the creative development of all City of Edmonton advertising in consultation with client departments.
- (d) chair the selection committee for Agency of Record appointments for line departments.
- (e) in consultation with departments, approve the hanging of public advertising material, free of charge, on the exterior of City of Edmonton facilities (i.e. roadway banners).

3.03 Print and Creative Production

Corporate Communications will:

- (a) upon receipt of production requests, develop in consultation with the client departments, for their approval, all communications tools, including print material, displays and audio visual presentations, primarily for external use. The selection of all vendors including artists, writers and production elements, will be undertaken by Corporate Communications in conjunction with Materials Management. Vendor selection shall be in accordance with City Policy C210A and established Materials Management purchasing practices.



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- (b) ensure that the City's symbols are appropriately designed, and utilized, enhancing the Corporation's image.
- (c) chair the Corporate Identity Committee and manage the use of the City Signature and official trademarks on City buildings, equipment, publications and promotional items.

3.04 Media Relations

Corporate Communications will:

- (a) ensure clear, concise, timely and accurate information is disseminated to the news media on civic activities and issues.
- (b) provide on a daily basis print clippings on issues relating to the City of Edmonton and its component parts.
- (c) provide communications advice to client departments for departmental initiatives, ensuring effective utilization of the communications strategies based on a broad corporate perspective and senior public relations/advertising experience.
- (d) identify for the Mayor, Council, City Manager and special committees, potential public relations impact of decisions relating to corporate-wide programs and services and recommend appropriate action.

3.05 Personnel and Training

Corporate Communications will:

- (a) when requested, provide input to Personnel and line departments on communications staff qualifications and selection to ensure that appropriate standards are met.
- (b) provide training for senior staff and elected representatives in areas of media relations and public speaking on an as-needed basis.
- (c) provide communications related training opportunities for all civic communications staff.