

# CITY HALL MEDIA ACCREDITATION PROCESS

Updated September 24, 2019

## Principles

- The City of Edmonton (the City) is an open and accountable organization.
- The role the media plays in informing and engaging the public on civic issues and initiatives is valuable to the City and its residents.
- The City is committed to developing and maintaining professional working relationships with members of the media.
- The City is responsible for managing security and access in City Hall. We are committed to providing a safe environment for Councillors, staff and others who work at or visit City Hall.
- We ask that all visitors, including members of the media, adhere to all City of Edmonton policies, procedures and by-laws. We request that people be considerate, respect others' rights and show proper care and regard for City property and the property of others. Visitors must conduct themselves appropriately at all times. Any individual who fails to do so may be requested to leave, and may have their City accreditation and/or access privileges revoked.

## Purpose

- Outline the City's accreditation process for members of City Hall media
- Specify the City's requirements for media accreditation
- Define the benefits of the City Hall media accreditation card
- Outline the conditions under which accreditation for members of City Hall media may be issued or revoked.

## Application

- These principles apply to all members of City Hall media as defined below who wish to apply for accreditation from the City.

## Definition

### City Hall Media

The City of Edmonton defines a member of the City Hall Media as:

- A journalist employed by a media outlet who is assigned to cover City Hall for the majority of their work hours; and
- a journalist who works as the immediate backup for the journalist assigned to City Hall.

## Accreditation Application Process

All members of the City Hall Media, including those with existing City identification cards (yellow “Contractor” cards), are encouraged to complete the accreditation process. All media, as defined above, are eligible to apply for accreditation, in accordance with the following procedure:

1. Applicants are required to complete and sign an application form.
2. The application form must be signed by the Media member and contain contact information for the applicant’s employer to confirm that the application is accurate.
3. The application for accreditation will be reviewed and a determination on approval will be made by the City’s Senior Communications Advisor, Media Relations, or designate, in consultation with the Director of Reputation, or designate.
4. Applicants who are not approved may appeal the decision in accordance with the appeals process set out at the end of this document.

## City Hall Media Card – Issuance

1. Subject to approval, the applicant will be issued an identification card (“City Hall Media card”).
2. City Hall Media cards are issued to the approved individual City Hall Media only. Cards cannot be transferred, loaned, shared or used to provide access for any other individual, whether or not they are a City Hall journalist.
3. The City Hall Media card is distinct from identification cards worn by City staff and clearly identifies the journalist and associated media outlet.
4. City Hall Media cards must be visibly worn by the journalist while on City Hall premises and must be presented to Members of Council, City staff or Corporate Security, at any time upon request.
5. City Hall Media cards remain the property of the City of Edmonton.

## Access Privileges

- City Hall Media cards provide access privileges for all accredited members of City Hall media to public Council and Committee meetings in the River Valley Room and Council Chambers.
- City Hall Media cards allow the user to bypass security screening devices, including metal detector screening, to Council and Committee meeting rooms. This may be subject to change during times with heightened security measures.
- Access to seating reserved for media in Council Chambers and Committee meeting rooms.
- Access to City Hall is at the discretion of the City of Edmonton. Changes to access privileges may be implemented by Corporate Security as necessary.
- At this time, City Hall Media cards do not provide card reader access to secure offices, or after-hours access to City Hall. They are only a means to bypass security measures outside Council Chambers and the River Valley Room.

## Modified Visitor Protocol

- At present, we are not providing accreditation to media members who support the primary City Hall reporter (e.g. camera people) at any given media outlet. As this is a new program, we will assess accreditation needs again in December 2019, and welcome feedback from members of the media.

## Conditions to Revoke Accreditation

- The list of accredited City Hall media will be reviewed quarterly by Communications and Engagement and Corporate Security staff.
- After review, City Hall Media cards will be cancelled for journalists who no longer meet accreditation requirements. Journalists who are no longer accredited must surrender their card.
- City Hall Media cards will be withdrawn from those who breach the provisions in this document or the terms and conditions of the application, including, but not limited to the following:
  - Neglecting to follow City policies or by-laws
  - Facilitating access for other individuals
  - Changes to a journalist's employment status

## Appeals Process

- Members of the City Hall Media who are denied accreditation, or who have had their accreditation revoked, may appeal that decision in writing to the [Branch Manager, Reputation and Brand](#) within 30 days of the decision. The decision of the Branch Manager on the appeal will be in writing, and will determine any future eligibility or conditions applicable to the applicant, and is final.

---

*\*Adapted from the City of Toronto*