



POLICY No. 2018- Haldimand County Public Relations & Media Events Protocol

Originating Department CAO-01-2018

SMT Approval: 2018-01-16

Council in Committee: 2018-03-27

Recommendation #:

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1. PURPOSE

Haldimand County recognizes that publicizing special events (grand openings, sod-turnings, re-dedications, etc.), cheque presentations, funding announcements and other activities through the media is an excellent way to communicate the important work being done to enhance quality of life and community vibrancy for residents. The purpose of this document is to outline the protocol and procedures for media promotions of special events and other public-facing activities utilizing Haldimand County property, resources and funds.

2. POLICY

1.0 General Procedure – County-Initiated Events

1.1 Grand openings, sod-turnings, and other public events/ceremonies will only be held and publicized when:

- i) the facility/amenity is brand new or has been significantly upgraded or enhanced, or;
- ii) the event has County-wide importance.

1.2 With regard to Mayor & Council representation at special events:

- i. To avoid scheduling conflicts, the lead staff member will consult with the Executive Assistant to the Mayor and Council prior to an event being scheduled. Consideration is given to the Mayor and local Ward Councillor(s) when determining an event date.
- ii. The staff member responsible for planning and managing an event (hereinafter referred to as the lead staff member) must request the attendance/participation of the Mayor and all Members of Council four weeks prior to the event whenever possible.

1.3 With regard to event itineraries, speaking notes and speaking order:

- i. The lead staff member will provide an event itinerary to the Mayor, Member(s) of Council & any County staff member bringing remarks two weeks prior to the event whenever possible. The lead staff member will assist all parties with speech or remark preparation if requested and consult with all speakers to avoid repetition. The order of speakers is as follows:

- 1) Lead staff member (provides welcoming/introductory remarks)
- 2) Mayor or Deputy Mayor
- 3) Ward Councillor(s) if the event is geographically-focused
- 4) Chief Administrative Officer or County staff designate
- 5) community group representative if the event is promoting a Community Partnership Program initiative
- 6) contractor representative if the event is promoting a constructed amenity of County-wide importance.

*Note: Invitations to the local MP and MPP should be sent only when the project for which the event is being held has received provincial or federal funding. Any events that include the participation of the MP and MPPs – the Mayor, Members of Council and County representatives will speak first, followed by the MP, then the area MPP. For an event hosted by the provincial or federal government, speaking order is determined by the governing body's Order of Precedence, with some variation depending upon the particular speakers. Direction will be received from the government office that is coordinating the event.

1.4 With regard to media invitations, coverage & participation:

- i. Media invitations (advisories) and press releases will be prepared by the lead staff member and sent by the Coordinator, Strategic Initiatives as per the News Release Protocol – Policy 2003-12
- ii. Press releases will include a quote from the Mayor and/or Ward Councillor plus a County spokesperson (e.g: CAO, project manager)
- ii. Any media advisory or press release, sent before or after the ceremony, will focus on the event only.

2.0 General Procedure – External Group or Community Partner-Initiated Events

External groups and community partners who receive project-related financial support* from the County should follow the protocol outlined above in Section 1.0 – County-Initiated Events when hosting an event on County property.

All parameters and procedures as outlined in section 1.1, 1.2 and 1.4 shall be followed with external group or community partner-initiated events on County property. Section 1.3, however, serves only as a guideline; external groups may designate their own master of ceremonies and invite additional speakers pertinent to the project. Media invitations and press releases will include both the external group or community partner logo and the Haldimand County logo.

*Note: Project-related financial support refers to the Council-approved bestowment of Haldimand County funds to an external group, organization or community partner for the purpose of enhancing community vibrancy/quality of life for residents. Sample funding sources include (but are not limited to): Major festival grants, Community Vibrancy Fund, Community Partnership Capital Fund, Community Improvement Plan Fund, Community Beautification Fund, Rural Water Quality Program and Community Halls Capital Fund.

3.0 General Procedure – Requests for Mayor & Members of Council Attendance at Community functions

The Mayor and Members of Council are pleased to attend community functions and bring greetings on behalf of the County. The following guidelines apply to requests for the Mayor & Council Members' attendance at community functions & events:

- i) Requests for the Mayor and Council Members' attendance are typically submitted by event organizers through the Festival & Event application form. Once received, they are to be forwarded directly to the Executive Assistant, Mayor & Council by the Supervisor, Community Programs & Events. The Executive Assistant, Mayor & Council will coordinate and confirm the Mayor and/or Council Members' attendance, while the Supervisor, Community Programs & Events acts as the primary contact for the event organizer. Attendance requests received in any other format (phone, e-mail, in-person) will be directed to and followed up by the Executive Assistant, Mayor & Council.
- ii) In the event that only the Mayor's attendance is requested and he/she is unavailable, a member of Council will be asked to attend and bring greetings on behalf of the Mayor. In the case that the Mayor is unavailable, the following precedence is in order:
 - a) Deputy Mayor
 - b) Ward Councillor (if the event is geographically focused)
 - c) The relevant Business Division Chair (if the event is topically-specific; e.g: if Agricultural, the Chair of the Planning & Economic Development Business Division)
 - d) The relevant Business Division Vice Chair (if the event is topically-specific; e.g: if Agricultural, the Vice Chair of the Planning & Economic Development Business Division)
 - e) Another available Councillor
- iii) Whenever possible, with the consent of the host organization and/or individuals in charge of the event, invitations should be shared with all Members of Council
- iii) The Executive Assistant to the Mayor & Council will confirm availability of the Mayor and/or Member(s) of Council with the Supervisor, Community Programs & Events (if attendance is requested via Special Events Application) no later than one week prior to the event.

4.0 Cheque Presentations

Cheque presentation ceremonies may be held and publicized according to the following criteria:

Event or Project	Amount		
	\$1,000 to \$5,000	\$5,000 - \$25,000	+\$25,000
County-wide		√	√
Ward specific	√	√	√
One-time	√	√	√
Recurring			√

With regard to cheque presentation ceremonies, the following protocol applies:

- i. Cheque presentations may only be held where the event meets the criteria listed according to Table 1 (above)
- ii. All Haldimand County Council members are to be invited to attend the ceremony
- iii. Media invitations (advisories) will be sent by the Coordinator, Strategic Initiatives as per the News Release Protocol – Policy 2003-12
- iv. Cheque presentation ceremonies must be arranged in advance through the Executive Assistant to the Mayor & Council. Four oversized ceremonial cheques are available for use and may be obtained through the Executive Assistant to the Mayor and Council
- v. Only the ceremonial cheque will be presented; actual cheques will follow to the recipient in the mail. Alternatively, an envelope which includes a letter stating details of the payment to come may be presented
- vi. The ceremonial cheque must be returned to the Cayuga Administration Building in a timely manner after the cheque presentation ceremony.

3. REFERENCES

- 3.1. Council/Staff Protocol – Policy No. 2004 - 02
- 3.2. Logo and Coat of Arms Usage - Corporate - Policy 2001-24
- 3.3. News Release Protocol – Policy 2003-12

REVISION HISTORY					
REPORT	CIC		COUNCIL		DETAILS
	Date	Rec#	Date	Res#	
	Date	Rec#	Date	Res#	
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