

	<b>Municipality of Crowsnest Pass Policy</b>
<b>Policy No.:</b> <b>Policy Title:</b> <b>Department:</b> <b>Council Approval:</b> <b>Reviewed:</b> <b>Revised:</b> <b>Supersedes Policy/Bylaw:</b>	<b>Communication/Public Affairs</b> <b>1100-01</b> <b>Advertising Policy</b> <b>Corporate Services</b> <b>M#6609-12</b> <span style="float: right;"><b>Date: August 7, 2012</b></span>

## Policy Statement

The Municipality of Crowsnest Pass will utilize various means of advertising efficiently to effectively reach out to our residents and external audiences while meeting the legislated requirements of the Municipal Government Act and maximizing the use of tax dollars.

### 1. Purpose of Policy

- 1.1 To further the economic, culture, and social well being of the community by creating a sense of unity and pride through consistent messaging in various forms that is immediate, continuous and in a manner that is relevant to the current needs of the community.

### 2. Definitions

- 2.1. **Advertising** - The use of any media meant to deliver information to a mass amount of people. Media utilized to deliver information includes the traditional methods of newspapers, magazines, radio, television and mail. New media includes websites, electronic newsletters, and various forms of social media.
- 2.2. **Legislation** – a body of approved policy, requirements, processes, procedures that gives authority to a particular entity to conduct business within a specific topic area, regional area, and/or context.
- 2.3. **Legislative Advertising** – an advertisement required by legislation to announce a notice, proceeding, or decision of an authorized entity including Council for the Municipality of Crowsnest Pass, for the knowledge of the general public or parties who are/may be involved or interested in the proceeding so that they may participate.

2.4. **Department Head** – includes an individual who has the title of Director and is responsible for either of the core functional areas of Finance and Corporate Services, Protective and Community Services, and Planning, Engineering and Operations.

2.5. **Discretionary Advertising** – notices of a non-legislative nature such as notices of employment opportunities, programs and services.

2.6. **Employee** includes an individual employed by the Municipality, including those employed on a personal services contract, but not including elected officials or their assistants.

2.7. **Social Media** - is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow readers/viewers/listeners to participate in the creation or development of the content. Examples of social media include Twitter and Facebook.

### 3. Responsibilities

3.1 **Employees** are responsible for:

- Receiving approval of advertising and other items of public communication prior to submission for print and/or input into Municipal website and newsletter.

3.2 **Department Heads** are responsible for:

- Approval of advertising and other items of public communication.
- Ensuring that budget allocations for advertising within their specific department is not exceeded.

3.3 **The Chief Administrative Officer** is responsible for:

- All matters relating to advertising.

3.4 **Municipal Council** is responsible for:

- Formal approval of policy and procedure.
- Consideration of financial resources through Triennial budget process.

### 4. Schedule A: ADVERTISING PROCEDURE

## **Schedule “A”**

### **Municipality of Crowsnest Pass**

#### **Advertising Procedure**

##### **1.0 Discretionary Advertising**

The discretionary advertising will take place through the Municipal website, newsletter and social media. Discretionary advertising through media sources including newspapers, radio and television will be at the discretion of the Chief Administrative Officer.

##### **2.0 Legislative Advertising**

Legislative advertising as required by the Municipal Government Act M-26 RSA2000, Sections 606(1) and (2a) including public notices, tenders, development notices, and call for residential appointments to Municipal Boards and Committees may be placed in a local newspaper to meet specific time requirements. Legislative advertising will also be placed on the Municipal website and newsletter.

Advertisement may be placed in out of town newspapers when deemed appropriate by the Chief Administrative Officer.

##### **3.0 External Advertising**

The Municipality may alternate advertising between the two existing community newspapers on an annual basis and will be at the discretion of the Chief Administrative Officer. Advertising may be published in out of town newspapers or other media forums where required.

Externally solicited advertising in local or external media for special events, specialized publications, etc shall be at the discretion of the Chief Administrative Officer.