



## POLICY – AD 07

## COMMUNICATION

<b>APPROVAL DATE:</b>	2013-05	<b>CROSS-REFERENCE:</b>	Public Participation AD 21; Media Relations HR 50; Confidentiality HR 42
<b>RESPONSIBILITY:</b>	Administration		
<b>APPROVER:</b>	Council	<b>APPENDICES:</b>	
<b>REVISION DATE (s):</b>	2015-10-14; 2015-09-33; 2018-06-25; 2021-12-13	<b>REVIEW DATE:</b>	2026

### POLICY STATEMENT

To ensure that the Village of Marwayne's communication practices are open, inclusive, transparent, effective and well managed in accordance with our public engagement practices.

### BACKGROUND

This policy, in conjunction with our public engagement policy, was designed to recognize the value of public input and participation in the decision-making process.

### OBJECTIVE

To create opportunities for the public to provide their input and receive communications from the Village of Marwayne via a variety of media platforms and outlets.



## DEFINITIONS

**CAO** is the Chief Administrative Officer for the Village of Marwayne in the Province of Alberta.

**Employee** is a full-time permanent Employee of the Village of Marwayne in the Province of Alberta.

**Employer** is the Village of Marwayne in the Province of Alberta.

**Village** is the Village of Marwayne in the Province of Alberta.

## GUIDING PRINCIPLES

- The Village is committed to:
  - Informing citizens regarding policies, programs, services and initiatives through communication that is timely, accurate and consistent;
  - Consulting and informing stakeholders when establishing or developing priorities, policies, programs and/or services;
  - Ensuring responsiveness to inquiries;
  - Anticipating the needs of the community; and
  - Engaging in a proactive communication strategy that uses a variety of formats to accommodate the needs of all ages.
- The Village seeks open two-way communication in which members of the public can share information with Village staff through open and constructive dialogue.
- The Village aims to provide timely communications using providing clear and accessible communication using plain language.
- The Village seeks to provide communications in an environmentally friendly manner and as paperless as possible.
- **Website**
  - [www.marwayne.ca](http://www.marwayne.ca) is the Village's primary source of information provision to the community. Information on the Village's website is updated regularly.



- The Village provides website access to the agricultural society and our non-profit community partners in order for them to provide updates as they become available on their respective pages.
- **Newsletter**
  - Provides the Village and our community partners and businesses with a monthly communication tool to keep everyone informed as to what is happening within the community. This includes information regarding programs, services, events, deadlines, etc.
  - The newsletter is circulated to our municipal neighbors via email as well as published on our website.
- **Bulletin Boards**
  - The Village utilizes the bulletin board at the post office as well as the one within the administration office at the multiplex to post information that is time sensitive to the members of our community.
  - The Village also accepts community specific postings at the administration office for those who wish to draw attention to a particular program, initiative, offering, notice, etc.
  - The Village reserves the right to remove and destroy any offensive material placed on the administration office bulletin board without prior notice.
- **Sandwich Boards**
  - The Village uses sandwich boards, usually on Centre Street, to communicate community events that are occurring that day or evening.
  - The boards are available for use by other community members and/or groups with prior permission from the Village CAO.
- **Newspapers**
  - When required, the Village utilizes the Meridian Source in Lloydminster to advertise community related initiatives, bylaws and/or public notices, as the case may be.
- **Public Notices**



- The Village uses a standard public notice template for all community wide notices. The notice is published via our social media platforms, on our website and posted throughout the community.
- **Public Events**
  - Events are advertised using all forms of communication, including the signage located at the welcome triangle at the entrance of the Village.
- **Council Meetings**
  - Council meeting dates are published in advanced and available on our website. Meeting dates are also posted on our public signage at the welcome triangle at the entrance of the Village.
- **Emergencies**
  - The Village of Marwayne's emergency preparedness plan details the protocols for emergency media communications.

## ROLES & RESPONSIBILITIES

ROLE/TASK	TITLE (s) OF PERSON RESPONSIBLE
HANDLING INQUIRIES & COMMUNICATING POLICY	Chief Administrative Officer
MONITORING REVIEWS AND REVISIONS	Administrative Assistant

## EXEMPTIONS

The Village makes every effort to ensure regular communication in a variety of formats is provided to our residents. In rare instances, communication may be delayed if the Village has not received prior notice of an event that is happening or for other circumstances outside of our control.