Effective: Nov. 30, 2007 **Reviewed:**	**Revised:** October 22, 2009 April 22, 2010 April 19, 2012 September 17, 2015 February 21, 2019 Sept. 21, 2023 July 17, 2025

6.1.1 COMMUNICATIONS AND MEDIA RELATIONS

The Edmonton Police Commission (Commission) is committed to the fundamental principles of accountability and transparency. These principles are essential to ensuring effective governance and building public trust. To that end, and where appropriate, necessary, and advisable, the Commission will provide accurate, credible and timely information to the media and other stakeholders.

Guidelines:

1. Commissioners will fully uphold the Code of Conduct for members as they relate to communications and media relations.

2. The release of information by the Commission will comply with all provincial privacy legislation and associated regulations.

3. The Commission shall deal fairly and honestly with journalists, and uphold high standards of accuracy, integrity and truth.

4. The Commission shall ask journalists to correct false or misleading information.

5. The Chair of the Commission shall be considered the Commission's spokesperson for all journalist inquiries. When the Chair is unavailable, the Vice Chair will be considered the spokesperson.

6. In special circumstances, the Commission may designate another Commission member to act as spokesperson.

7. When a journalist inquiry is made with respect to information on decisions made by the Commission, the Executive Director may act as spokesperson.

8. The Communications Advisor will serve as liaison between journalists and the Commission when requests are received for interviews or comments.

9. The Communications Advisor will provide the Commission assistance and advice in areas related to communications planning, stakeholder relations, media relations, issues management, public engagement and digital media (website and social media).

10. The Chief Communications Officer for the Commission will manage the effective and appropriate use of the Commission's brand and visual identity.

11. The Commission will establish a yearly communications plan for furthering stakeholder and public relations.

12. All inquiries regarding the activities of the Edmonton Police Service, particularly those of a sensitive nature, will be handled by the Service

Procedures:

1. Administration will send all media releases to the Chair in advance of their release.

2. Administration will distribute Commission position statements and key messages developed for specific topics and issues to all Commission members.

3. Commissioners will direct all media requests to Administration for response.

References:

1. *Appendix C – Edmonton Police Commission Code of Conduct*
2. *EPC Policy 4.1.2 – Roles and Duties of the Chair of the Commission*