

**Report on review of policies GOV-002-029 and PUB-001-006****Report Purpose**

To report on Communications' review of Policy GOV-002-029 Communications, and Policy PUB-001-006 Supportive Advertising in Community Publications.

**Recommendations**

THAT revised Policy GOV-002-029 Communications, as set out in Enclosure 2 of the June 20, 2017 Communications report, be approved.

THAT Policy PUB-001-006 Supportive Advertising in Community Publications, be rescinded.

**Council History**

July 17, 2012	Council approved Policy GOV-002-029 Communications
June 27, 1985	Council approved Policy PUB-001-006 Supportive Advertising in Community Publications

**Strategic Plan Priority Areas**

**Economy:** N/A

**Governance:** Sound communications policies enable Strathcona County to communicate with the community on important issues that impact the county's future.

**Social:** N/A

**Culture:** N/A

**Environment:** N/A

**Other Impacts**

**Policy:** N/A

**Legislative/Legal:** The MGA provides that a municipality has the duties that it imposes on itself as a matter of policy.

**Interdepartmental:** N/A

**Summary**

Communications has reviewed all policies three years and older, and recommends the following changes.

**Review of Policy GOV-002-029 Communications:**

This policy requires minor housekeeping changes to align the language used to describe Communications' services with the language used in the departmental business plan and with the services ranked using the Resource Alignment Diagnostic (RAD) tool – both of which were developed after this policy was approved.

**Review of Policy PUB-001-006 Supportive Advertising in Community Publications:**

This policy addresses a very specific instance related to advertising, and has since been replaced by the above policy and by the accompanying Communications guidelines related to advertising.

**Enclosures**

- 1 Current Policy GOV-002-029 Communications
- 2 Revised Policy GOV-002-029 Communications
- 3 Policy PUB-001-006 Supportive Advertising in Community Publications