



MEDIA RELATIONS PROGRAM REVIEW

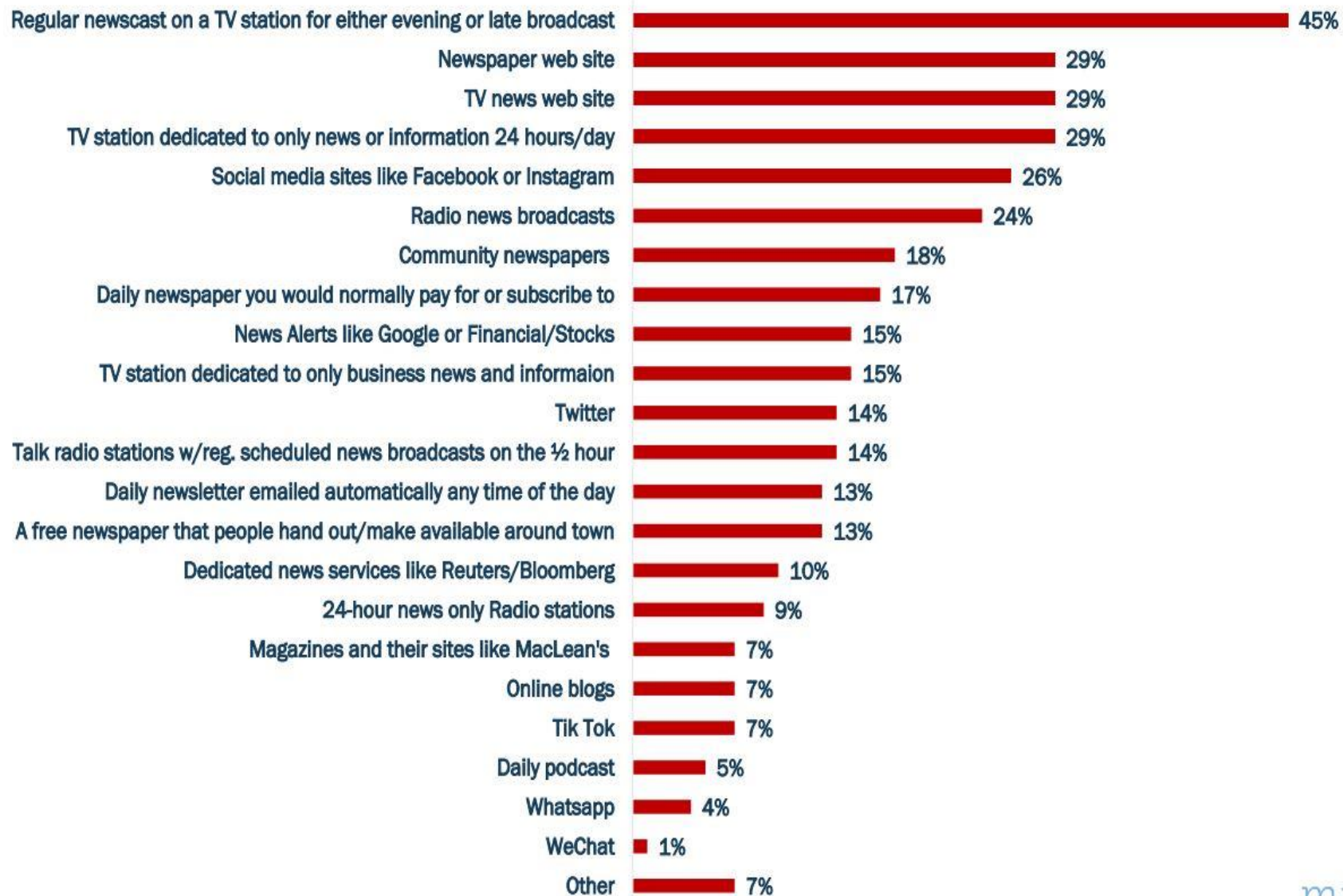
February 15, 2023

Media Relations Policy Update

Accreditation Policy and Procedures

Overview of the Canadian Media Landscape

- 86% of Canadians consume news daily (MARU Research)
- Mainstream media is still the most trusted news source, with television and news websites leading preferences
- Shift from traditional news sources to online news and social media continues
- News consumption patterns vary widely by age demographic



maru/ PUBLIC OPINION

CA September 2022

*MARU is a
public opinion
research firm*

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Base: Total n=1336 Non-newsies (14%) have been removed. "Which, if any, of the following sources have you consulted to get your daily news?"

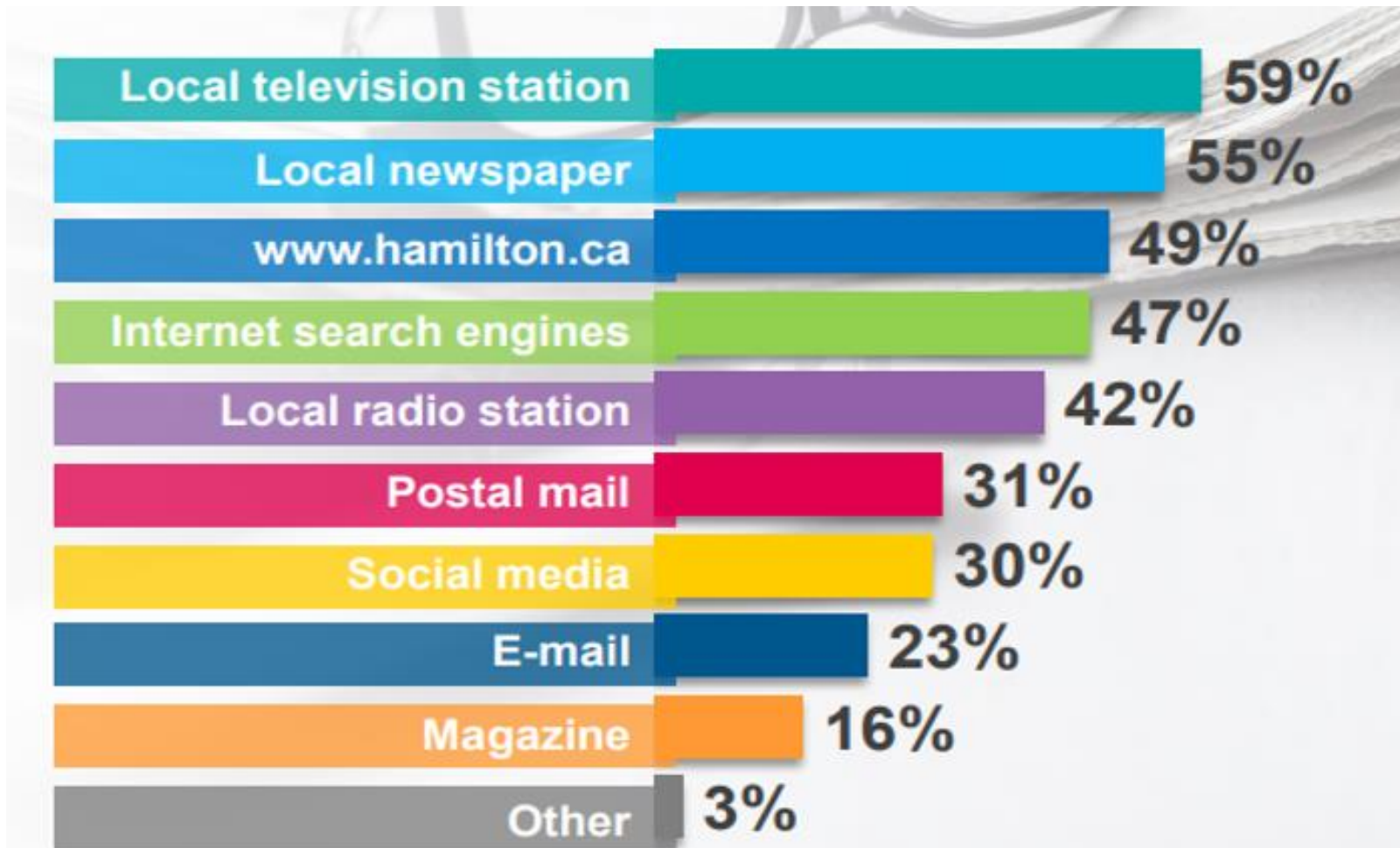
Challenges in Canadian Media Landscape

- **Digital Literacy** – increasingly, news and non-news content creators using same platforms; difficult to tell them apart
- **Misinformation**– 90% of Canadians say they've fallen victim to mis-disinformation efforts (2019 IPSOS Survey)
- **Lack of Trust in Largest Social Platforms** – Only 21% of Canadians say they trust what's on social media (2022 Edelman Trust Survey)

Challenges in Hamilton's Media Landscape

- **Similar Challenges** - Hamilton faces the same challenges that are faced by communities across the country
- **Hamilton Public Library** has identified digital media literacy as a challenge. Will deliver public education to give Hamiltonians tools to navigate a confusing environment
- **HPL's public education** will help people understand the hallmarks of credible news sources and where to find them.

Media Consumption in Hamilton



2019 Citizen Survey – Citizen Information
Consumption Preferences

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City of Hamilton – Media Relations Service Overview

Main Elements of Service Include:

- Distribution of proactive news and information
- Concierge service to connect media with City information and subject matter experts
- Average 1,200 to 1,400 inquiries per year (double during pandemic) - Traditional Media make up 76% of service users and digital-only outlets make up 24%
- Communications division investment in service roughly equals work of 3FTEs and \$75,000 in operating funds

Key Challenges in Delivering Media Relations Service

- Increase in non-media related inquiries (marketing/industry associations)
- Incorrect information online, particularly on social media (vaccine issues during pandemic a key example)
- City has been overly reliant on written responses to media, which have been ineffective and time consuming

Media Relations Program Review

- Review service levels and amenities offered; included discussions with media, review of feedback from service interactions (3,000+) and feedback from corporate Communications team
- Phase One results reflected in updated Media Relations Policy
- Phase Two results reflected in Media Accreditation Policy

Phase One - Consultation Process

- Review of documentation related to more than 3,000 interactions with press
- Interviews with Communications staff
- Interviews with highest users of service from media
- Review of ongoing feedback received on social media

Recommendations – Phase One

Update Media Relations Policy

- Prioritize interviews with subject matter experts over written responses
- Ensure City is clear on the reasons if it asks media to use the Freedom of Information (FOI) process
- Wherever possible, stream and archive online press conferences and announcements

Phase Two - Consultation Process

- Focused on amenities offered to media at City Hall
- Offered engagement opportunities to CBC Hamilton, Hamilton Spectator, Hamilton Community News, CHCH, CHML, Bay Observer, The Public Record and Cable 14
- Engagement process included:
 - Pre-procurement tour of new space (Sept 2022)
 - Survey to all participants (Nov 2022)
 - One-on-one meetings with Director of Communications (Dec 2022)
 - Final wrap up meeting and a “what we heard” email

Recommendations from Phase Two

- Offer extended hours of access to City Hall for reporters (8am to 10pm)
- Ensure there is appropriate security in place for individuals using City Hall after hours
- Offer Press Briefings in hybrid format
- Have standards/eligibility criteria in place to promote a safe and professional environment in Media Centre, in line with corporate policies

Accreditation Criteria

- Media consulted indicated they did not want local media or the City of Hamilton to develop the criteria
- City offered two third-party, self-regulatory standards councils for journalists as objective criteria
 - Canadian Broadcasting Standards Council (CBSC)
 - National NewsMedia Council (NNC)
- Most members of Hamilton media are currently members of the CBSC or NNC; remaining members are eligible

Accreditation Standards – What is Required

Canadian Broadcasting Standards Council

- Be a member of private, regulated broadcaster
- Agreed to abide by and be held to CBSC Standards
- Pay \$300 per year in membership

National NewsMedia Council

- Agree to have and be held to your own journalism standards (largely based on generally accepted principles)
- Pay \$140 a year in membership

Types of Accreditation Credentials Given

With Accreditation, it is recommended the follow credentials be offered:

- **Standard Access Pass** – offers accredited media access to physical/digital media centre through User Agreement
- **Temporary Access Pass** – offers media access to physical/digital media centre on time-limited basis through a Per Use Agreement
- **Digital Access Pass** – provides digital access to City media assets, including virtual attendance at press conferences upon confirmation that they have met accreditation requirements (no User Agreement or agreement conditions outside accreditation required)

** It is also anticipated that **community and educational partner access** to Media Centre will be offered through individual agreements*

Examples of Standards Council Membership

Canadian Broadcasting Standards Council Members

- CHCH, CHML, Global News Radio, Bounce FM, BNN Bloomberg, CP24, CTV, TSN, CityNews

National NewsMedia Council Members

- Hamilton Spectator, Hamilton Community Newspapers, McMaster Silhouette, St Catharines Standard, The Public Record (*former member*), Globe and Mail, NarCity, Metroland Media, TorStar Media, Canadian Press, PostMedia Network, iPolitics, Queens Park Today

Common Practice in Journalism Standards

- Identify the source of your information
- Offer a right of reply
- Differentiate editorial comment from fact
- Correct mistakes promptly and publicly

Next Steps

- Complete Media Centre Technical Training – Feb/March 2023
- Process Accreditation Applications and Open Centre – Feb/March 2023
- Create dedicated media relations team – end of April 2023
- Complete online media room – July 2023
- Complete media education and training program for top 10 divisions – end of July 2023



Hamilton

THANK YOU