



Media Contacts & Spokesperson Reference Guide

This guide outlines the appropriate contacts for media inquiries and identifies designated spokesperson roles for the Municipality. It is intended to support consistent, accurate, and coordinated communication with the media.

Media Inquiries (General Rule)

Media inquiries regarding Municipal operations, programs, services, or corporate matters should be directed to the Municipal Communications department for coordination.

Administrative Media Contacts (Municipal Operations)

These individuals are responsible for coordinating and/or providing official municipal responses related to operations and corporate communications.

Chief Administrative Officer (CAO)

Role focus: Corporate leadership, organizational direction, and municipality-wide operational matters

- Corporate strategy and administrative direction
- Major organizational issues or service disruptions
- High-level municipal operational matters

Communications Coordinator (or designate)

Role focus: Media coordination and corporate messaging

- All media requests and coordination
- Municipal news releases, statements, and advisories
- Corporate messaging and public information coordination
- Media inquiries not assigned to a specific department or spokesperson

Directors/Managers (Subject Matter Experts)

Role focus: Technical or operational clarification

- Department-specific technical or service-related information



Elected Officials (Council)

Members of Council, including the Mayor, may communicate with the media in their capacity as elected officials.

Mayor

- Provides commentary on Council decisions, priorities, and public policy direction
- Represents the position of Council as a whole where appropriate

Members of Council

- May speak to ward-level matters, Council decisions, and community issues
- May express individual views as elected representatives

Elected officials are not part of the administrative media coordination process and do not manage operational responses or corporate communications.

Media Contact Pathway

To ensure timely and coordinated responses:

1. Media inquiry is received
2. Inquiry is directed to Communications
3. Communications determines appropriate response pathway
 - CAO (corporate/strategic matters)
 - Director/Manager (technical/operational matters)
 - Mayor/Council (policy or elected-official commentary, where appropriate)
4. Communications coordinates media engagement

Staff Direction

Municipal staff who receive media inquiries must:

- Acknowledge the inquiry professionally
- Refrain from providing direct comment unless authorized
- Forward the inquiry immediately to Communications



Escalation Considerations

Communications and/or the CAO should be consulted immediately where inquiries involve:

- Public safety or emergency situations
- Legal, regulatory, or litigation matters
- Significant service disruptions
- Politically sensitive or high-profile issues
- Potential reputational risk to the Municipality

Designated Spokesperson List

The following positions are authorized to act as designated spokespersons for the Municipality.

Position/Title	Department
Mayor	Municipality of Strathroy-Caradoc
Deputy Mayor	Municipality of Strathroy-Caradoc
Members of Council	Municipality of Strathroy-Caradoc
Chief Administrative Officer	Municipality of Strathroy-Caradoc
Communications Coordinator (or designate)	Economic Development/Community Engagement
Director of Economic Development and Community Engagement	Economic Development/Community Engagement
Museum Curator	Museum Strathroy-Caradoc
Director of Community and Development Services	Community Services
Manager of Recreation and Culture	Community Services
Community Services Operations Manager	Community Services
Manager of Building Services	Building & Planning
Manager of Growth and Development	Building & Planning
Director of Engineering and Public Works	Engineering & Public Works
Manager of Environmental Services	Engineering & Public Works
Manager of Public Works	Engineering & Public Works
Director of IT Services, Financial Services	Financial Services, Information Technology
Manager of Information Technology	Information Technology
Manager of Accounting-Deputy Treasurer	Financial Services



Director of Fire Services, Fire Chief	Fire Services
Deputy Fire Chief	Fire Services
Fire Prevention Officer	Fire Services
Chief of Police	Police Services
Deputy Police Chief	Police Services
Community Engagement Officer	Police Services
Director of Legal and Legislative Services	Legal and Legislative Services
Director of HR	Human Resources

Review and Maintenance

This guide is maintained by the Municipal Communications team and is updated as required to reflect organizational changes.

It should be read in conjunction with the Municipality's Communications Policy.