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Public Relations

Context:

It is important for the work done by Members to be communicated to their constituencies and the general public. The Legislative Assembly supports the public information part of a Members' job through a variety of services. Information is also available at the Legislative Assembly's website at www.assembly.gov.nt.ca.

2.01.01 Members' Newsletters

Assistance in the Production of Newsletters

- Requests for assistance in coordinating newsletters should be made to the Public Relations Officer.
- Members should provide their own articles on a computer disk and photos (either colour or black and white).
- Upon request, the Public Relations Officer will edit articles and provide formatting assistance.
- The Public Relations Officer can arrange production and printing of newsletters. Production of a newsletter requires three weeks once the final copy is approved.

Translation

The Public Relations Officer can arrange translation of the newsletters. An additional three weeks are required for the production of a newsletter if translation is needed.

Costs of Newsletters

Costs incurred in the production of newsletters will be charged to the Member's constituency work expense allowance.

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2.01.02 Media Relations

Members may be approached at any time by the media, either in person, or on the telephone. Accredited media at the Legislative Assembly wear identification badges and their conduct is governed by certain rules set by the Office of the Clerk.

Upon request, the Public Relations Officer will assist and provide training to the Members in dealing with the media.

Press Releases

A Member may request assistance from the Public Relations Officer in drafting a press release.

When the Member is satisfied with the text of a press release, the Public Relations Officer distributes the release electronically to all northern and select southern media. Copies are also distributed to all MLAs.

Press Conferences

Members may hold press conferences in the Assembly's media briefing room. The Public Relations Officer will assist with the administrative arrangements upon request.

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2.01.03 Advertisements

Production of newspaper advertisements may be coordinated through the Public Relations Officer.

Advertisements are charged against the Member's constituency work expense allowance.

2.01.04 News Items

Upon request, the Public Relations Officer can provide electronic transcripts of CBC Mackenzie radio reports to interested Members.

2.01.05 Public Information Material

A range of printed material is available on the operations of the Assembly. A reasonable number of copies of this information are available from the Public Relations Officer.

In addition, Members and members of the public may access information on the Legislative Assembly's website at www.assembly.gov.nt.ca.

2.01.06 Legislative Assembly Pins

The Public Relations Officer maintains a limited supply of souvenir lapel pins. Each Member is entitled to receive 100 of each pin design at the start of his or her term for distribution as he or she sees fit.

If a Member requests additional pins from the Public Relations Officer at any time during his/her term of office, the cost will be deducted from the constituency work expense allowance.

2.01.07 Business Cards

Corporate Services will arrange for the production of Members' business cards upon request

Corporate Services will inform Members as to the cost of business cards. The cost of the cards will be deducted from the constituency work expense allowance.

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2.01.08 Calendars/Christmas Cards

The Public Relations Officer can assist Members in the production of Christmas cards or calendars. The production of Christmas cards or calendars generally requires at least four weeks. All requests for assistance must be received by the Public Relations Officer by November 10th.

The cost of Christmas cards or calendars will be deducted from the constituency work expense allowance.

2.01.09 Photographs

Upon reasonable advance notice, the Public Relations Officer is available to take photographs of Members during Committee activities, meetings with guests, etc., in the Legislative Assembly building.

The cost of photo processing will be deducted from the constituency work expense allowance.

2.01.10 Audio/Video Transcripts

Members can request audio and video transcripts of the House proceedings of the Legislative Assembly by contacting the Facilities Manager.

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