

# TORONTO TRANSIT COMMISSION REPORT NO.

**MEETING DATE:** March 24, 2010

**SUBJECT:** TTC CORPORATE POLICY UPDATE – EMPLOYEE  
COMMUNICATIONS WITH MEDIA

## **ACTION ITEM**

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### **RECOMMENDATION**

It is recommended that the Commission approve the following TTC Corporate Policy, as amended, which is attached as Appendix 'A':

- Policy 1.6.0 Employee Communications with Media

### **BACKGROUND**

At its meeting on July 14, 2004, the Commission approved a motion to undertake a review of the TTC's Corporate Policy Manual.

### **DISCUSSION**

The above process was commenced at the Commission meeting of February 9, 2005. The Staff Summary Sheet Policy is submitted for Commission approval with suggested changes (see Appendix 'B').

Changes include:

- transferring responsibility from the Marketing section to General;
- housekeeping changes.

February 22, 2010

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Attachments

# Toronto Transit Commission

## POLICY/INSTRUCTION

SUBJECT	CLASSIFICATION	DATE APPROVED	P/I NUMBER
Employee Communications with Media	General		1.6.0

### 1.0 RESPONSIBILITY

Director – Corporate Communications

### 2.0 PURPOSE

With the understanding that the public, through the media, is interested in the activities of the TTC, the TTC will ensure information provided to the media:

- is accurate and timely;
- is provided by a qualified, informed and approved TTC spokesperson;
- does not interfere with any investigation by TTC or other officials such as Toronto Police Services or the Coroners Office; and
- is not prohibited by the Municipal Freedom of Information and Protection of Privacy Act.

### 3.0 MEDIA REQUESTS

#### 3.1 Spokesperson

The Chief General Manager is the TTC's official spokesperson. Any other employee spokesperson must be designated by the Chief General Manager or Director – Corporate Communications.

#### 3.2 Information Requests

All media enquiries will be directed to the Director - Corporate Communications, or designate, through the 24HR/7Day media line – 416-981-1900. The Director - Corporate Communications or designate, will make recommendations on spokespersons, assemble background information for a response, act as spokesperson as required, and schedule interaction with the media.

#### 3.3 Requests to Employees Attending an Incident

Any employee receiving a media request for information, while located on the street or at a TTC incident scene that has attracted the media, will:

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### POLICY/INSTRUCTION

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Employee Communications with Media	General		1.6.0

- notify the Transit Control Centre that media reporters/camerapersons are requesting information and identify subject of media's inquiry.

#### 3.3.1 Transit Control Follow-up

Transit Control, upon being informed that the media is in attendance at an incident, will notify the Communications Advisor on duty (Monday-Friday, 5:30 a.m. – 7 p.m.) at Transit Control or call the media line at 416-981-1900, 24HR/7Day.

#### 3.4 Requests for Contact with Employees for Specific Information

3.4.1 Where a reporter speaks directly to a specific employee seeking information regarding the employee's actions or the duties that are under an employee's mandate, that employee will direct the reporter to the media line 416-981-1900 immediately. Corporate Communications staff will arrange for the employee or other designated spokesperson to speak to the reporter, as appropriate. The designated spokesperson's supervisor and/or general manager will be advised.

3.4.2 Where the reporter asks the Director – Corporate Communications to arrange for the reporter to interview an employee regarding actions or duties, the Director – Corporate Communications will provide the employee or designated spokesperson with the media contact number, permitting the employee to take the initiative. The designated spokesperson's supervisor and/or general manager will be advised.

#### 3.5 Requests for Contact with a Specific Employee, or Family

Where a specific employee has become the focus of a story, media calls to the TTC will be referred to the Director – Corporate Communications. The Director is available to the employee or the employee's family to monitor media inquiries, or act as spokesperson, as required.

#### 4.0 REFERENCE SOURCES

- Municipal Freedom of Information and Protection of Privacy Act

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**POLICY/INSTRUCTION**

SUBJECT	CLASSIFICATION	DATE APPROVED	P/I NUMBER
Employee Communications with Media	General	May 2/00	6-13-0 <b>1.6.0</b>

1.0 RESPONSIBILITY

~~Deputy General Manager – Corporate~~

***Director – Corporate Communications***

2.0 PURPOSE

With the understanding that the public, through the media, is interested in the activities of the TTC ~~and its employees~~, the TTC will ensure information provided to the media:

- is accurate and timely;
- is provided by a qualified, informed and approved TTC spokesperson;
- does not interfere with any investigation by TTC or other officials such as Toronto Police Services or the Coroners Office; and
- is not prohibited by the Municipal Freedom of Information and Protection of Privacy Act.

3.0 MEDIA REQUESTS

3.1 Spokesperson

The Chief General Manager is the TTC’s official spokesperson. Any other employee spokesperson must be designated by the Chief General Manager or ~~Deputy General Manager – Corporate~~ ***Director – Corporate Communications***.

3.2 Information Requests

All ~~enquiries from local or trade~~ media ***enquiries*** will be directed to the ~~Director – Public Affairs, Marketing and Public Affairs Department~~ ***Director – Corporate Communications, or designate***, through the 24HR/7Day media line – ~~(416) 393-3741~~ ***416-981-1900***. The ~~Director – Public Affairs~~ or ~~substitute~~ ***Director – Corporate Communications or designate***, will make recommendations on spokespersons ~~designates~~, assemble background information for a response, act as spokesperson as required, and schedule interaction with the media.

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**POLICY/INSTRUCTION**

SUBJECT	CLASSIFICATION	DATE APPROVED	P/I NUMBER
Employee Communications with Media	General	May 2/00	6-13-0 <b>1.6.0</b>

3.3 Requests to Employees attending ~~an Incident/Accident~~

Any employee receiving a media request for information, while located on the street or at a TTC incident scene that has attracted the media, will:

- ~~— give the Public Affairs Section phone/pager number (416) 393-3741 to the media reporter/cameraperson;~~
- notify the Transit Control Centre that media reporters/camerapersons are requesting information and identify subject of media’s inquiry.

3.3.1 Transit Control Follow-up

Transit Control, upon being informed that the media is in attendance at an incident/~~accident~~, will ~~call the Public Affairs phone/pager number (416) 393-3741~~ **notify the Communications Advisor on duty (Monday-Friday, 5:30 a.m. – 7 p.m.) at Transit Control or call the media line at 416-981-1900, 24HR/7Day.**

3.4 Requests for Contact with Employees for Specific Information

3.4.1 Where a reporter speaks directly to a specific employee seeking information regarding the employee’s actions (~~an act of bravery~~) or the duties that are under an employee’s mandate (~~changes to service~~), that employee will direct the reporter to the ~~Director – Public Affairs~~ **media line 416-981-1900** immediately. ~~The Director – Public Affairs~~ **Corporate Communications staff** will arrange for the employee or other designated spokesperson to speak to the reporter, as appropriate. The designated spokesperson’s supervisor and/or general manager will be advised.

3.4.2 Where the reporter asks the ~~Director – Public Affairs~~ **Director – Corporate Communications** to arrange for the reporter to interview an employee regarding actions or duties, ~~as above;~~ ~~the Director – Public Affairs~~ **the Director – Corporate Communications** will provide the employee or designated spokesperson with the media contact number, permitting the employee to take the initiative. The designated spokesperson’s supervisor and/or general manager will be advised.

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**POLICY/INSTRUCTION**

SUBJECT	CLASSIFICATION	DATE APPROVED	P/I NUMBER
Employee Communications with Media	General	May 2/00	<del>6.13.0</del> <b>1.6.0</b>

3.5 Requests for Contact with a Specific Employee, or Family

Where a specific employee has become the focus of a story (~~i.e. accident, incident, complaint~~), media calls to the TTC will be referred to the ~~Director – Public Affairs (phone/pager)~~ **Director – Corporate Communications**. The Director ~~– Public Affairs~~ is available to the employee or the employee’s family to monitor media inquiries, ~~or act as spokesperson~~, as required.

4.0 REFERENCE SOURCES

- Municipal Freedom of Information and Protection of Privacy Act

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