

**TOWN OF  
KIRKLAND LAKE**

**POLICY**

<b>SECTION:</b>	<b>SUBJECT:</b> <b>ADVERTISING</b>	<b>Pg. 1 of 1</b>
		<b>DATE: May 30, 1986</b>

Knowing that Council's mandate is to manage efficiently the Town's assets, our advertising program should be restricted to those expenses that meet the following objectives:

1. to fulfill all our statutory requirements
2. to inform our citizens of important decisions which will affect everyday life
3. to build goodwill

Without limiting Council's power to decide on any specific or unusual request, Council should normally be the initiator of its advertising expenses. There should be little need for solicitations by the media other than possible oversights by Council.

Approved By: Council

Date: 1984