

Policy – Non-partisan Communications

Government of Saskatchewan

Purpose

The intent of this policy is to ensure that Government of Saskatchewan communications are non-partisan. Communications includes external communications and advertisements.

Policy Statement

Government of Saskatchewan entities are to communicate to the public in a non-partisan manner.

Criteria for non-partisan-communications are defined as:

- Communications that are objective – Government communications are presented in a factual manner and focused on informing and educating the public about government programs, services and policies;
- Communications that do not reference, promote, or criticize the interests of political parties – Government communications will not reference political parties, will not include identifiers (logos), and will not promote or criticize the interests of political parties.

Objectives

- Employees of the Government of Saskatchewan will understand the definition of non-partisan communications;
- Employees of the Government of Saskatchewan will communicate in a non-partisan manner.

Administration

This policy is administered by the permanent head of Executive Council, Government of Saskatchewan.

Application

This policy applies to Government of Saskatchewan communications in all entities including Ministries, Boards, Crown Corporations, and other government agencies.

Communications are overseen by communications offices within Government of Saskatchewan entities. It is the responsibility of each Government of Saskatchewan entity to ensure the communications are non-partisan.

Partisan political matters and communications are the exclusive domain of Members of the Executive Council (Premier and Ministers) and their offices. Members of the Executive Council and their offices are not subject to this policy.