



POLICY

Department Communications	Policy No. AD 008	Page 1 of 1
Policy Title MEDIA RESPONSE		

Council Resolution No: 41-07 Date: January 23, 2007	GMCS	CC	Cross Reference	Effective January 23, 2007
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PURPOSE

To outline basic rules for media management to ensure Parkland County has a means of using key messages, coordinating media responses and uses such interactions to maximize the County's positive profile.

POLICY

Media Response is to be coordinated through the Communications Coordinator to maximize the opportunity for interviews to have the appropriate County representative (who can respond to the general public) respond with the most accurate information and implementing key messages that will project Parkland County in a positive manner.

PROCEDURES

The following process applies to Council Members and Parkland County staff whenever they are dealing with the media or a media representative. Non-management staff are to have managerial approval before dealing with the media and follow this policy.

The Members of Council or Parkland County Staff shall:

1. DETERMINE the interview topic, inquire about possible questions and who else will be interviewed.
2. ARRANGE interview when media makes a request. This includes time and place or availability for call back and phone number they can be reached at.
3. CONSULT with the Communications Coordinator who will assist in establishing media response lines (key messages) and provide topical information. Provide the Communications Coordinator with scheduling information to monitor this issue in the media.
4. PLAN what you intend to say and develop an outline (mentally or literally) that includes the discussed key messages or media response lines.
5. CONTACT the media or attend interview.
6. RE-CONNECT with Communication Coordinator to discuss any spontaneous response not previously discussed. This is so others who may also be interviewed can have the same information.