



## Media Relations

Community Relations  
Policy No. 13025

Revision Date: November 18, 2013

### Policy Statement

The Richland County Recreation Commission depends on the local media for publicity and coverage of programs and activities. It is critical that media relationships be maintained in a positive way and that the image of the Richland County Recreation Commission is always protected.

### Media Contact

1. Four people at the Recreation Commission are authorized to make contact with the media or to serve as spokespersons for the agency. These people are the Chairperson of the Recreation Commission Board, the Executive Director, the Assistant Executive Director and the Community Relations Division Head. No contacts may be initiated nor should any statements be made to the media by unauthorized employees without the consent of one of the above persons.
2. The Community Relations Department or the Executive Department may authorize other staff to be interviewed by the media when those persons are in a position to speak knowledgeably about a specific program, activity or situation. Such interviews should be conducted within guidelines set by the Community Relations Department or the Executive Department.
3. All requests for information from the media must be referred to the Community Relations Division Head. In the absence of the Community Relations Division Head, all such requests should be referred to the Assistant Executive Director.
4. If a media representative contacts an employee directly for information, employees are expected to handle the situation professionally by following these procedures:
  - a. Explain to the media representative that the agency has a Communications Department that can assist them. If pressed for information, employees should ask for the media representative's name, who they represent, and a telephone number. Employees should answer only those questions pertaining to a specific program, activity or facility for which they are directly responsible. Employees should make no effort to explain Commission policies or to provide information regarding activities or programs for which they are not directly responsible.

- b. Employees should notify the Community Relations Division Head immediately after such contact with the media representative's name, affiliation, and phone number and the nature of the conversation.

ADOPTED BY RICHLAND COUNTY RECREATION COMMISSION BOARD

BOARD MEETING DATE: November 18, 2013  
(Date Approved)

APPROVED: J. Marie Green  
J. Marie Green, Chair

For more information about this policy, contact the Executive Department.