



## Enriching Lives & Connecting Communities

### Publicity Guidelines

Community Relations  
Policy No. 13040

Revision Date: November 18, 2013

#### Policy Statement

Only the Community Relations Department may distribute PSA's, Radio and TV publicity. RCRC staff may not send out written information to the media without authorization from the Community Relations/Communications Department. Requests for publicity must come through the Community Relations/Communications Department using the guidelines offered in this section.

#### Graphics/Publicity Request Forms

1. Because the Commission offers a great many classes and events at any one time, the Communications Department will only generate media releases automatically for special events. Staff must request publicity for classes or other ongoing activities.
2. A *Graphics/Publicity Request Form* should be submitted to the Community Relations/Communications Department for requests for all publicity assistance needed. The requests may be emailed; verbal requests will not be honored. Forms should be filled out completely, even if the information about the event or program is available in another publication or in the database.
3. Program staff should submit forms at least four weeks prior to the event. In the case of major events, the lead-time may be greater.

#### Schedule Changes

1. Program staff will notify the Community Relations/Communications Department immediately when a class or event has been cancelled or changed in any way.
2. Program staff will edit database entries immediately (within 24 hrs) to reflect changes in classes or events so that the website reflects the most current information available.

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.