



media relations policy

provided by the Office of Communications

- City employees are expected to inform their Division Manager or Department Director and the Office of Communications whenever they are contacted by a reporter.
 - Media questions beyond straightforward factual information should be reviewed with the Division Manager or Department Director, or the Office of Communications prior to an employee responding.
 - The most knowledgeable and informed city employee on a particular issue is the best city spokesperson. When a media contact is received, the Division Manager or Department Director will identify the best spokesperson and assess the information that should be shared in the response.
 - City employees should understand that their comments on public issues can be interpreted as city government's point of view. We are the city.
 - No employee shall be required to talk with the media. Employees who are uncomfortable talking with the media should report the contact to their Division Manager or Department Director or the Office of Communications and a spokesperson will then be identified.
1. Always return reporters' calls promptly. If you are unable to do so, contact your Division Manager, Department Director, or the Office of Communications.
 2. Do your homework. Be prepared for the interview with accurate information. Establish no more than three main points you want to communicate and stick to them!
 3. Be in control. Don't rush. Take time to think if you need to. Remember, you are the expert!
 4. Keep it simple! Avoid technical jargon. Use analogies. Would the average high school student understand what you are saying?
 5. Be positive! Approach an interview as an opportunity to educate the public.
 6. Always be honest.
 7. Never speculate or give opinions. Beware of hypothetical questions. Stick to the facts!
 8. Never say "no comment." If you are unable to answer a question, say so, and explain why.
 9. Refrain from speaking "off the record."
 10. Don't be afraid to say, "I don't know." Ask for the reporter's phone number and deadline and offer to find the answer.

How to contact us: Office of Communications, 853-2333