

Policy: Media Communication	Effective Date: December 1, 2017
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Purpose

The Department of Cultural and Community Engagement (CCE) is committed to maintaining a work environment that is safe and empowering for employees, and that promotes the individual value of each Department employee. Further, the department is committed to transparency and accountability. The public not only has a right to know how we conduct ourselves while in public service, but they benefit from knowing more about our department and the resources we manage. The media explains our work to the public. A respectful, trusting relationship with media outlets and individual reporters will improve transparency and public perception. That relationship is developed through honest, timely responses to inquiries, adaptability to media timelines, professional interactions with reporters, and helpful outreach.

Guidelines

This policy establishes protocols for working with the media. The primary goal is to establish credibility for the department through positive interactions with members of the media while also showcasing the expertise of individuals within the department.

- All media contact should be coordinated through the public information officer.
 - Outreach: This includes press releases, media advisories, and media alerts, as well as direct contact to a specific outlet or reporter.
 - Initiated by media: This includes a reporter, producer, or outlet who request information, interviews, pictures, or anything else.
 - All media interviews should be authorized by the PIO, except for those done by the executive director. This ensures consistent messaging.
- The PIO will serve as the default department spokesperson, and is always speaking as an authorized representative of the executive director and the department as a whole.
- Whenever possible, the PIO should defer to the executive director, division directors, or employees with a specialized expertise for actual interviews.
- Remember that media members serve as a voice for the public. They should always be treated with respect, regardless of perceived biases or motivations.
- Responses to media inquiries should be timely, if not immediate. The PIO should be alerted as soon as the inquiry is received to ensure that timely response.
- If it is not timely to coordinate with the PIO, an individual should use good judgment and honestly answer questions about topics they understand.

- If an employee of the department does media interviews outside of their work, they must explicitly understand that they will not give any impression that they represent their division, the department, or the state with their opinions.
- Employees who would like to use their position as a proof of expertise in media interviews that primarily benefit them personally should coordinate with the PIO. In general, these will be approved because individual success usually reflects positively on the department as a whole. Examples of this could include interviews about a published book, an art show at a private gallery, or a keynote speech at a conference.