

POLICY NAME MEDIA RELATIONS

POLICY NUMBER 2.5.17

CATEGORIES

DATE PROPOSED: 8/10/18

DATE OF VOTE: 8/22/18

ACCEPT (Y/N): Y

From the Employee Manual: *Section 9.15, Media Relations*

In a business like this, which is entirely dependent on public trust, support and interest, positive relations with the press, broadcasting and social media are vital. To insure consistency and accuracy, the Senior Facility Manager or his designated representative are the only individuals authorized to give out information of any kind to any media representative concerning the Ice Sports Center, its work, or its staff.

The Ice Sports Center (ISC) has a reputation for providing excellent recreational opportunities to the community and we enjoy strong relationships with our customers as their primary destination for ice related activities. As a function of our role in the community and as a city owned facility, the ISC sometimes must interact with the local media regarding public events, happenings or incidents. This media relations policy exists to assure that any information disclosed by the ISC is timely, accurate, comprehensive, authoritative and relevant to all aspects of the ISC.

In the event that an employee is approached by, or receives a call from, local media sources, they should refer any inquiries to the Senior Facility Manager (SFM) or in his absence, the Business Relations Manager. Employees should NOT say that they are not allowed to speak to reporters or that they have to get permission to do so. Instead, tell the reporter(s): **“Ice Sports Center policy is to refer all media inquiries to the Senior Facility Manager. You can reach him at _____.”**

Whenever speaking with the media, the same courtesy and professionalism in which we approach customers should be displayed toward the reporters or crew members. Please act quickly when approached by the media to ensure that the reporter’s deadline is met. This is important because the way this call is handled may be the reporter’s first impression of the ISC and that first impression may end up in the story that is published or the news segment that is broadcast.

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside our facility. Refer the caller to the SFM. If a reporter or camera crew shows up unannounced, the media cannot enter the facility to photograph or film without permission from the SFM. Photos of minors require the express written consent of the minor’s legal guardian prior to release. The media does not need permission however, to photograph or film the exterior of the facility or the common areas outside which we do not operate.

Employees should be courteous and friendly in all dealings with the media and always remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.