




Parks and Recreation Guidelines

314

News Media

Relationships To Adopted Policies, Ordinance, Other Departments:	Effective Date: 12/01/2011
Author: Wayne Thornton, Public Relations Coordinator	Revised Date: 3/6/18
Approval: Tracy Novak, Director 	Review Cycle: Annual

Purpose

To ensure that accurate information is presented to the media and to provide staff with protocol when promoting, advertising or discussing matters of the City of El Paso Parks and Recreation Department.

Guidelines

Media Information Etiquette

- Provide ample lead time for the event or activity to get coverage
- Include a contact number in case of any questions
- Consider photo opportunities of the event or human interest stories and include in the news release
- Follow up after you submit information with Department Public Relations/Marketing Coordinator

Most Important – If there are dignitaries or sponsors that are involved in the event be sure to mention them at the beginning, in the middle and at the end to give them credit as well as asking reporter to mention them.

News Releases

What should be included: (ensure news release is placed on proper city letterhead)

- Who – The name of the organization or group involved
- What – Details of the announcement or event
- When – Time and date of the event
- Where – Location, including address or specific directions
- Why – The purpose or goal
- How – Instructions on ways to participate (buy tickets, and also include a telephone number, physical address and/or email address)
- Contact – Telephone number, email address and other pertinent information to contact individual in charge

Where to be Sent – News Release sent to Department of Public Relations/Marketing Coordinator who will then pass on News Release to City Lead Public Affairs Coordinator

El Paso Parks and Recreation Policy on Media Contact to Staff

Be aware if the news media contacts you in regards to an issue or concern; please contact your immediate supervisor and/or the Parks and Recreation Department Marketing and Public Relations office along with your direct supervisor and/or the Parks and Recreation Director to gain clearance on this matter.

Often times the media will discuss with you an ongoing program or background information on a prior news release and make sure you have prior knowledge and history of the topic before discussing with the media. (after clearance with Marketing and Customer Relations office and/or Parks and Recreation Director.)

Television / Radio / Newspaper Interviews

- Be prepared by asking yourself mock questions and imagine yourself answering them (Be prepared for both positive and negative questions)
- Carry with you any written documentation to support the interview
- Pick a location you are comfortable with unless going to the TV/Radio Station
- When asked questions take a pause and gather your thoughts before answering
- If you lose your train of thought, and the interview is being taped, stop, and rephrase your answer
- Before interview starts ask reporter what questions they may be asking (ask the same question when they first contact you)
- Most times the interviewer will ask if there is anything you would like to add. (Be prepared for this as it is often a way for you to clarify any earlier statements)
- Look at the reporter and not at the camera during the interview process
- Speak concisely and do not become long winded about the topic
- Identify which television station, newspaper or radio station you are meeting with. (Ask reporter when the segment will air, so you can tell supervisor, staff and public relations office)
- Access for the Media is not to be denied. (Should you have questions or concerns contact the Parks and Recreation Public Relations Office, your division manager or department director if needed).

After each interview, complete the post-interview questionnaire (attachment 1) and return to the Marketing/Public Relations Office within one (1) business day.

Attachment (1)

Media Evaluation Sheet

Name of Interviewed PARC Employee: _____

Telephone Number: _____

Topic of Interview (Event/Situation): _____

Date: _____ Time: _____ Location: _____

Were you prepared for interview? Yes No

Were you asked questions you could not answer? Yes No

Was the reporter and/or camera technician professional? Yes No

Is there anything that could have occurred to make the
interview go better for you? Yes No

List:

Was the reporter on time? Yes No

Did the interviewer cover the facts? Yes No

Did the interviewer make you comfortable? Yes No

Is there anything else you would like to add?

Name of Media organization conducting interview: _____