	<b>Commission Policy</b>	<b>Date Adopted:</b> 07-10-13	<b>Dated Revised:</b> 08-25-17	<b>Policy #</b> C13-001 Page 1 of 3
		<b>Media Inquiry Policy</b>		


- I. **PURPOSE:** The purpose of this policy is to provide guidelines to Oakland County Parks and Recreation (OCPR) staff who are contacted by media sources requesting information about the Oakland County Parks and Recreation Commission (Commission) and its operations.

Definitions:


- *Media* includes newspaper, magazine, internet, radio, and television opportunities used to inform the public about OCPR programs and facilities.

- II. **PROCEDURE:** Oakland County Parks are public facilities. The Communications and Marketing unit strives to provide comprehensive and complete information to the public through a variety of communication mechanisms. As an organization, OCPR will respond to specific requests for information from the media using the following protocols.

- A. In order to ensure that accurate information is provided to the public regarding OCPR facilities, projects, acquisitions, programs and events, the Commission directs staff to refer all requests for information to the Supervisor of Communications and Marketing in Administration.
1. The Supervisor of Communications and Marketing will ensure that a response is provided to the media contact.
    - a. For information that is previously provided in print, the media contact will be referred to the park system's website, OaklandCountyParks.com, or sent an email with this information.
    - b. For requests for photographs, a Communications and Marketing staff member will be directed to follow up.
    - c. For inquiries regarding standard business operations related to facilities, programs, events, or natural resources, the Supervisor of Communications and Marketing may refer the media contact to a staff member with the knowledge to respond to the inquiry.
    - d. For inquiries regarding Commission policies, decisions or other public relations matter, the Supervisor of Communications and Marketing will forward the contact to the Executive Officer for follow up.
      - i. The Executive Officer will respond to the media contact directly, or consult with the Commission Chairperson if necessary.

	<b>Commission Policy</b>	<b>Date Adopted:</b> 07-10-13	<b>Dated Revised:</b> 08-25-17	<b>Policy #</b> C13-001 Page 2 of 3
		<b>Media Inquiry Policy</b>		

- ii. If the Executive Officer is not available, the Commission Chairperson will be contacted by a designated Administrative staff member for follow up.
  2. The Communications and Marketing unit will track all requests and follow up to record results.
  3. Staff members are only to speak to media when requested by the Supervisor of Communications and Marketing or the Executive Officer.
  4. If a media request is received outside of normal business hours (8:30-5:00 pm Monday – Friday), staff are directed to request media contact information including a phone number and email address and forward this information to the Supervisor of Communications and Marketing for follow up.
- B. If the media appears in person at a park facility, a full-time supervisor or supervisor on duty should be contacted to meet with the media.
  1. If a supervisor is not available, staff members may provide the media with basic information and facts about facilities, such as fees, hours, attractions, etc. that is already public information.
  2. Staff members may refer to brochures, news releases, informational posters, signs or OaklandCountyParks.com to obtain printed public information or refer media to the website for additional follow up.
  3. Staff members are directed not to offer their own opinion about topics, issues, policies or operations to the media while working.
  4. Staff members are directed to ask for the reporter’s name, and the radio, television, newspaper, magazine or internet outlet they are representing and forward this information to the Supervisor of Communications and Marketing for follow up.
  5. If the media choose to conduct interviews with guests, staff members are asked to try to observe the media interactions with guests and make notes on the questions and responses made during the interview.
  6. If the media asks to interact with or obtain names of minor children in a parks program, activity or event, staff overseeing the minors should indicate to the media that they cannot interview the children or use the names of minors without parental, teacher or chaperone consent.
  7. Staff members are directed to provide any information observed during a guest interview to the Supervisor of Communications and Marketing once the media interview is completed.

	<b>Commission Policy</b>	<b>Date Adopted:</b> 07-10-13	<b>Dated Revised:</b> 08-25-17	<b>Policy #</b> C13-001 Page 3 of 3
		<b>Media Inquiry Policy</b>		

Change Control Record

<b>Revision Date</b>	<b>Owner</b>	<b>Description of Change</b>
08-25-17	S. Mackey	II.A.1.a & II.B.2 Updated website address to OaklandCountyParks.com  II.B.6 added section regarding release of names of minors to media