

# OFFICE OF STATE PARKS

## DEPARTMENT OF CULTURE, RECREATION & TOURISM


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### INTRA-AGENCY CORRESPONDENCE

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#### FIELD MEMORANDUM #2012-002

**TO:** All Site Managers

**FROM:** Sharon Broussard  
State Parks Public Information Office 

**RE:** DCRT Communications Policy

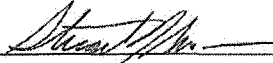
**DATE:** April 4, 2012

As an addendum to PPM #7 Media Relations/Requests for Information, the Communications Policy for the Office of Culture, Recreation and Tourism outlines procedures for working with all forms of media – print, television, radio, electronic and other social media. Communication of all media relations, in both directions between the Field and the Administrative Office, is important in keeping the Office of the Lt. Governor informed of all events and incidents that occur at Louisiana's State Parks and State Historic Sites.

Field staff that work with media and local promotions of their site's events and programs must review the Policy, to refresh themselves with their responsibility to inform the Administrative Office of all promotional and informational efforts.

- Inform the Public Information Office of impending media visits.
- If media arrives unexpectedly, speak only in regard to your knowledge of the site. Direct any policy/budgetary questions to the Administrative Office. Inform the Public Information Office, immediately, upon conclusion of meeting with the media.
- Press releases need to be approved by the Public Information Office, before distribution to any media. All news releases and media advisories must be on agency letterhead, available on Channel Z.
- Publications – pamphlets, flyers, etc. – must also be approved by the Public Information Office, before distribution to the general public. Remember to include the Louisiana State Parks logo and Louisiana: Pick Your Passion logo, to maintain consistent branding.
- Social media postings should relate to events, programs and facility closures at the site, only. Responses to negative comments should be done in a manner promoting our excellence in customer service.

Questions regarding the Policy should be directed to the Public Information Office at 225.342.5473.

  
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Assistant Secretary

**COMMUNICATION POLICY**

**LT. GOVERNOR JAY DARDENNE**

**OFFICE OF CULTURE, RECREATION AND TOURISM**

Revised Dec. 3, 2013

**Comprehensive Communication Team members are responsible for making sure all employees within their agencies are aware of and follow the policies set forth herein.**

## **MEMBERS**

**Louisiana State Museum:** Arthur Smith, Ashley Pierce

**State Library of Louisiana:** Paulita Chartier

**Louisiana State Parks:** Sharon Broussard, Taylor Bergeron

**Office of Cultural Development:** Matthew Day

**Office of Tourism:** Jay Tusa, Jeff Richard

**Volunteer Louisiana:** Janet Pace

**Louisiana Seafood Promotion and Marketing Board:** Kristin McLaren

**DCRT Information Services:** Greg Wirth, David Sharon

## **STAFF**

Jacques Berry

Cami Geisman

5<sup>th</sup> Floor student workers

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## **I. NEWS MEDIA**

In general, the Communication Director will handle all non-specific news media inquiries. Inquiries specific to a particular agency should be answered only by that agency's CCT member or the assistant secretary. Assistant secretaries and CCT members should notify the Communication Director before returning any call or email to the news media. **Do not give interviews without prior approval from the Communication Director.**

CCT members should address agency-specific issues only. Any inquiries regarding political, budgetary or personnel matters should be referred to the Communication Director.

**EXCEPTION:** Park managers and museum directors may communicate with their local news media concerning site-specific issues, but should notify their CCT member prior to or **immediately after doing so.**

CCT members may interact with trade media without prior approval from the Communication Director. However, the Communication Director should be updated periodically on trade media communications and familiarization tours, in order for the Lieutenant Governor to be as informed as possible.

## **II. NEWS RELEASES**

All news releases and media advisories must be on agency letterhead using the DCRT template, available on Channel Z. They should be written with strict adherence to AP style and must be edited and approved by the Communication Director before their release. **Do not release any printed or electronic material to the news media or to the public without prior approval from the Communication Director.**

CCT members should prepare these materials, with assistance from their assistant secretaries or the Communication Office, if necessary. If anyone else prepares the materials, it must be noted upon submission to the Communication Office.

CCT members who maintain their own media distribution lists are responsible for maintaining current copies with the Deputy Communication Director. The Communication Director and Deputy Communication Director must be copied on all news distribution. If someone other than a CCT member is to distribute news items, permission must be granted from the Communication Director.

### III. PUBLICATIONS

Any printed or electronically published material must be approved by the Communication Director prior to publishing. This includes, but is not limited to: news releases, media advisories, promotional materials (brochures, rack cards, etc.), cover/welcome letters, newsletters, exhibit guides and educational materials. **Do not release any printed or electronic material to the news media or to the public without prior approval from the Communication Director.**

Creators of these materials are urged to use consistent branding with respect to the *Louisiana: Pick your Passion* campaign when appropriate.

This policy does not apply to exhibit text, unless such text is printed in a brochure or a similar publication.

### IV. PUBLIC RECORDS REQUESTS

It is important that we handle all written public records requests consistently (sometimes called “public information requests” or

“freedom of information requests”). Upon receipt, immediately notify the General Counsel and the Communication Director, in addition to the records’ custodian in your agency. The custodian should prepare the response but not send it until it’s cleared by the Executive Counsel or, in her absence, the Communication Director. CCT members are responsible for making this policy known throughout their agencies, as the requests often go to other employees.

#### **V. WEB CONTENT**

CCT members are responsible for all of the content under their agency’s section of the DCRT website. This includes both the accuracy and the style of the content. Writing for all websites under CRT control should follow AP style.

All CCT members should periodically monitor LouisianaTravel.com and its microsites for inconsistencies in style and content.

#### **VI. INTERAGENCY/LEGISLATIVE RELATIONS**

In general, communication with legislators should be limited to assistant secretaries and the lieutenant governor’s staff. Any communication with a legislator, district office staff or legislative staff should be referred to the Communication Director.

Communication with other governmental employees that does not fall under day-to-day job descriptions should take place with discretion. Do not discuss budgetary or personnel matters unless specifically instructed to do so by the Undersecretary or Deputy Secretary.

## **VII. CONSTITUENT RELATIONS**

All communication with constituents should be prompt and courteous. CCT members are responsible for replying to all constituent emails forwarded from the Lieutenant Governor's staff, even if the information has to be written by another staffer. Replies should copy the Communication Director as well as the staff member who originally forwarded the email, and should be sent as soon as possible. Most style rules remain applicable in email communication.

## **VIII. SOCIAL MEDIA**

CCT members are responsible for the content of all social media pages within their agencies. All pages should add the generic social media account as an administrator in addition to the person maintaining the content.

While AP style rules are relaxed for social media content, they are not ignored. All spelling and punctuation rules must still be followed. Abbreviations are not allowed.

Any new social media account created should be registered with the Deputy Communication Director.

## **IX. USE OF CRT PROPERTIES**

CCT members are responsible for notifying the Communication Director if the facilities under their purview are being used for anything other than their intended purpose. This includes, but is not limited to, agreements, contractual or otherwise, with film/TV production companies.

CCT members are also responsible for notifying the Communication Director if any facilities or part of their facilities under their purview close for any reason outside of their normal operating hours.

**X. DISASTER COMMUNICATION**

Emergency communication plans will be developed on a case-by-case basis, but in general only the Lieutenant Governor's staff will speak on behalf of the department during disasters. Employees outside the Capitol Annex should not issue any statements without the approval of the Lieutenant Governor, Deputy Secretary or Communication Director.