

NOTICE OF REVISION/CHANGE  
TO  
POLICY AND PROCEDURE MEMORANDUM #7

SUBJECT: MEDIA RELATIONS / REQUESTS FOR INFORMATION

TO: ALL POLICY AND MEMORANDUM HOLDERS

EFFECTIVE DATE: APRIL 20, 2009; MARCH 1, 2010

**REVISION DATE: JANUARY 28, 2010**

This revision supersedes and replaces all previous information included in PPM #7 originally issued April 20, 2009. The current PPM is to be replaced in its entirety by this revised issue.

  
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ASSISTANT SECRETARY

This revision No. 1 of this PPM with an original date of April 20, 2009.

**IMPORTANT:**

Insert this revision notice in the PPM file preceding all other information on this subject in order to maintain a current document file.

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**POLICY:**

To provide accurate and consistent information to the public, including the news media.

**PROCEDURE:**

Within the Administrative Office, the Public Information Officer will handle the functions relating to public information and the media. The Public Information Officer will prepare press releases, answer questions, provide photographs and other illustrations, and other information as necessary, in accordance with the directives of the Assistant Secretary and Deputy Assistant Secretary. In order to ensure the accuracy of the press releases and other disseminated information, the Public Information Officer and other Administrative Office personnel may communicate directly with field personnel for the purpose of requesting and receiving information.

The Public Information Officer will also handle the day-to-day activities involving the Secretary of the Department concerning media relations. Such directives include, but are not limited to, the review of press releases by the Office of Tourism, which, in turn, is responsible for securing the approval of the Secretary and, ultimately, the Lieutenant Governor.

Copies of all press releases will be distributed to each park site for the Manager's information.

At the park level, requests by the media for information, photographs, or other assistance are to be directed to the Site Manager or his/her designee. The Manager will direct the caller or media visitor to contact the Public Information Officer at the Administration Office. The Public Information Officer will handle the call and provide the desired information in accordance with the Assistant Secretary, Deputy Assistant Secretary and/or Chief of Operations. The Public Information Officer will be notified of all media visits, and their purpose. If a visit is desired, the Public Information Officer will coordinate with the Chief of Operations so that the manager can be on site for the visit. In some cases, Managers and District Managers may be asked by the Chief of Operations and/or the Public Information Officer to provide specific information to a particular media inquiry. On program days, when media visits occur in response to press release and the media person is on site to cover the event, media inquiries shall be directed to the Site Manager, or his designee.