



## AGENDA STATEMENT

TO: Mayor and Council  
FROM: Valerie Brady/Thomas Murphy  
SUBJECT: Media Relations Policy  
DATE: August 29, 2005  
CC: City Clerk/City Manager

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**PURPOSE:**

To establish guidelines for media releases.

**FISCAL IMPACT:**

N/A

**POLICY CHANGES:**

Mayor and Council to have knowledge of releases prior to printing. Releases to be reviewed for accuracy of information.

**BACKGROUND:**

Policies have been adopted that promote clarity in procedures throughout city departments. This policy should assist the city with providing consistency and accuracy with information that is released.

**ATTACHMENTS:**

Resolution  
Media Relations Policy

## City of Lincoln Park

### *Media Relations Policy*

A continuing responsibility of City Management is that of informing citizens about the functions of City government. To ensure that timely City communications reach citizens in an accurate form, the following procedures shall be adopted by all City personnel, boards, commissions, and committees.

#### A. Speaking to the Print and Broadcast Media

1. Department Directors, or designated departmental representatives, may handle routine requests from the media that are within their area of expertise. Other employees who may be asked questions should refer the reporter to the Department Director or designated representative.
2. Department Directors may address questions from the media on sensitive issues relating to their area of expertise, including topics that may affect City policy and/or matters that may ultimately result in Council action. Department Directors are expected to inform and/or consult with the City Manager about such interaction as appropriate.
3. Reports prepared by City staff for submission to the City Council shall not be shared with the media or the general public until the agenda packets have been delivered to the City Council.
4. News Releases shall not contain information, which is confidential pursuant to provisions of State or Federal statutory or decisional law, or has been received by the City pursuant to a representation of confidentiality. Documents or information exempt from disclosure pursuant to provisions of the Freedom of Information Act shall not be contained in any news release.

#### B. News Releases

1. News Releases shall be prepared and routed to the City Manager for final review before they are released to the media. Departments, boards, commissions, or committees may send out releases publicizing specific City events (date, time, place, etc.) or routine activities without submitting said releases for review. All other news releases shall be routed for comment to any department that would be affected by the release prior to final approval by the City Manager. This requirement will ensure that information is current and correct.
2. Exception. Fire and Police responses to emergencies in the community may be reported directly to the media by a designated department spokesperson with

the approval of the Fire Chief, or Police Chief. Police Department releases concerning traffic advisories, investigations and routine community relations activities may also be reported directly to the media.

3. City departments, boards, commissions, or committees shall use standard City of Lincoln Park news release stationery to distribute information to the media.

4. News releases shall include the name, telephone number and department, board, commission or committee of the individual who has prepared the release.

5. News releases containing controversial or sensitive materials and/or matters relating to public safety shall be distributed to the Mayor and members of the City Council prior to release to the media.