



City of Fort Bragg

Administrative Regulation No. P-2

PRESS RELEASE POLICY

I. OBJECTIVE

The objective of this Administrative Regulation is to establish the procedure for the preparation and issuance of press releases in order to assure that press releases are informative, accurate, and contain sufficient detail to be of use to the media and the public, that press releases are consistent in terms of style and are written in a fashion which will solicit media and public interest, that press releases reflect the policy of the City, establish a mechanism for providing accurate information to the community concerning City programs, events and policy, and promote equal treatment of the media in the release of City press releases.

II. PROCEDURES

1. Press releases and information bulletins should be issued to bring special media attention to City programs, accomplishments, or policy decisions; to assist in citizen education about issues being considered by the City.
2. All press releases and information bulletins, except those issued by the Police Department in connection with crime reports and by Public Works for construction updates, shall be approved by the City Manager prior to issuance.
3. All press releases shall be distributed to those on the Media Distribution List by fax. They shall also be distributed to City Councilmembers and Planning Commissioners, Management Staff, and other staff members as appropriate.
4. Quotations of individuals named in the press release shall be approved by the named person in advance.
5. Both timelines and accuracy of information contained in press releases is important. All facts shall be confirmed.
6. Press releases shall contain the date of issuance and be on City letterhead.
7. Press releases shall be posted on the bulletin board at City Hall and posted on the City's website.

III. RESPONSIBILITY

1. The City Manager shall be responsible for reviewing all press releases prior to distribution.
2. The City Clerk shall be responsible for posting all press releases on the City's website; the person preparing the press release should e-mail it to the City Clerk in PDF format.

IV. DEFINITIONS

1. "Information bulletin" is a typed/printed report providing the facts of a given situation or issue designed to assist the media in developing their own coverage of the subject.
2. "Media Distribution List" is the name and fax number list approved by the City Manager for which all press releases are to be faxed.
3. "Press release" shall mean a typed/printed announcement or story written so as to be printed as a news story or so as to be read over the broadcast media.

Press Release Policy
Regulation P-2

Approved by City Manager

Linda Ruffug
(Signature)

2-1-07
(Date)

Made a part of the City's Administrative Regulations
binder and distributed to all City staff

Feb 2007
(Date)