

CITY OF BRISTOL – PUBLIC WORKS POLICY

6.3 Media Relations

1. Policy Name

6.3 Media Relations

2. Responsible Division and effective date

Public Works Administration, effective date 10/19/07, Reaffirmed 5/23/17

3. Rationale or Purpose

This policy establishes the communication process between the media and Public Works.

4. Policy Statement

This policy outlines the process used to communicate with the media about Public Works initiatives that affect the community.

5. Scope

This policy applies to communications between the media and Public Works Staff.

6. Definitions

NA

7. Procedures

Prior to the start of a new project, or once Public Works becomes aware of an event or situation that will impact the community; Public Works will communicate via the web site, Media Release, and/or door to door flyer or letter depending on the severity of impact to residents.

Media Releases are done at the direction of the Director or Mayor of the City. At a minimum the press release is then e-mailed to the Hartford Courant (stacom@courant.com), the Bristol Press (editor@bristolpress.com), and the Bristol Observer (mchaiken@bristolobserver.com). The press release may also be sent to other newspapers that cover the local Bristol area if desired to target specific ideas or issues. All Press releases are also be sent to the Mayor, the Mayor's Assistant, Council Members, members of the Board of Public Works, Public Works Administration, Operations, Water Pollution Control and Engineering staff, Bristol Water Department, Emergency Medical staff, Police and Fire Department staff, Board of Education Department head, and the Transportation Department.

Press releases are also posted to the City's Web Site, Public Works FaceBook page, and sent to the Mailing lists that residents have joined.

8. Roles/Responsibilities

It is the responsibility of the Public Works Analyst to ensure the Press Release is done in a timely fashion, and contains accurate information presented in a way that does not reflect negatively on the City.

It is the responsibility of the Public Works Director, management and/or supervisory staff involved in an event that entails a Press Release to ensure that the Public Works Analyst is kept aware of changes in the situation as they occur and that communications are frequent and proactive.

9. References

See also 6.2 Communications with Public.

10. Consequences of Non-Compliance

Failure to notify the media of events impacting Bristol has the potential to negatively influence public perception and opinion of the City of Bristol.

Approval authority: Board of Public Works

Approved date: 10/19/07, 07/16/15, 05/23/17

Review cycle: Annually