

Utah Department of Community and Culture Communications and Media Guidelines

The Utah Department of Community and Culture's (DCC) Communications Office, as part of the Executive Director's Office, is managed by the Communications Director who directs the Department's communications, marketing, media relations and public information activities.

Purpose

1. To standardize and maximize the management and coordination of DCC's marketing, media relations, information materials and public relations activities.
2. To ensure appropriate, timely and effective information dissemination procedures and positive working relationships with the media.
3. To ensure accurate, clear and appropriate DCC responses to media queries.
4. To avoid competing DCC media messages and events.
5. To produce accurate and quality information materials that provides a positive representation of DCC.
6. To provide guidelines for DCC communications and media relations responsibilities, expectations, and procedures.

Department Communications Director/Communications Office

DCC's Communications Director is also known as the Department's Public Information Officer (PIO). The Communications Office manages DCC activities related to public relations and media communications. This office facilitates the promotion of a brand and image for the Department, provides direction to a communications team, directs the production of promotional, educational and informative materials, and maximizes media opportunities to promote the messages of DCC's six divisions. The communications director coordinates responses to media queries, schedules interviews and coordinates media news conferences. In addition, the communications director serves as the Department's liaison to the Governor's Office and interacts with DCC's administrative team, division directors, the Governor's communications director and other state public information officers to ensure a cohesive message for DCC and the state of Utah.

Division Information Specialists

DCC's Division Information Specialists work on communications, outreach and public and media relations issues. Information specialists should be trained or have appropriate work experience in communications, marketing or public relations. They should have an understanding of and abide by DCC media policies and procedures. Division information specialists should be available by cell phone or email, during and after regular work hours, if their division is planning an event or issuing a time-sensitive media release. The role of the information specialist, as a member of DCC's communications team, should be added to the employee's performance plan by the supervisor.

Approval of Public Materials

1. DCC divisions shall submit drafts of scripts, PSAs, brochures, advertisements, mailers, newspaper inserts, newsletters, news event speaking points, news releases, etc., to the communications director for approval, prior to printing and general dispersal. Divisions may submit e-mail draft copies to the communications director for review and approval. The division or program manager must have thoroughly reviewed, approved the material for content and signed off on the draft, prior to submission to the communications director.
2. The communications director will make every effort to return drafts of media releases in a timely manner, with consideration of at least 24 hours. Divisions should allow at least three working days for feedback, particularly if the communications director is sending a draft release to the Governor's Office for approval.
3. The communications director is available for consultation on Department guidelines and policy for the drafting, formatting, and production of public or media information material.

Proclamations and Declarations

1. DCC has proclamations and declarations signed each year at the request of the divisions. The divisions will draft the proclamations and declarations and prior to submission, drafts must be approved by the Department's executive director. Submit drafts to the communications director, who will work to obtain approval by the executive director. Please notify the communications director of the date and time of all DCC-related proclamations or declarations.
2. Only the Governor or Lt. Governor can proclaim or declare a day or an observance for the State. Cities proclaim for cities and counties for counties.

Capitol Contact Procedure

1. The Capitol Contact Procedure applies when contacting the following individuals or members of their staffs:
 - Governor's Office or his representatives
 - Lt. Governor's Office or his representatives
 - First Lady's Office or her representatives
2. If a request is made for any of the above to participate in a news conference or press event, or to provide a quote, the request should be made through DCC's communications director. The communications director may also engage the participation of DCC's executive director to extend invitations for any of the above to attend or speak at special events.

Web Coordination

1. The communications director will review and determine the content for DCC's Home Page (www.community.utah.gov) and will coordinate with DTS, the programs and designs for this web page. Divisions should consider requesting space if:
 - major announcements are made or when a new campaign is kicked off
 - programs expect to get seasonal calls and web hits on a certain topic
 - news coverage causes increased interest and calls/hits
2. The communications director will discuss with members of the Department's web development team, major changes to format, design, navigation or content.
3. For a presence on the Department's Home Page (i.e. division updates, events, or time sensitive information), advance coordination with the communications director is suggested.
4. DCC's web site is the portal to the six divisions' web pages. The divisions will consult with DTS on the development of their web sites to ensure compatibility with DTS requirements, DCC's home page and the web sites of the other divisions.

State Seal, State Logo and State Letterhead

1. Approval to use the state seal MUST be requested through the Lt. Governor's Office.
2. The *Utah! Where Ideas Connect* logo is no longer approved for use and should not appear on any public material. This logo has been replaced with the *UTAH Life Elevated* logo.
3. Any changes in letterhead or business card format must be approved by DCC's Executive Office and the Governor's Office prior to any commitments or printing.

DCC Logo and Name Identification

1. The official Department name is the Utah Department of Community and Culture. The Utah Department of Community and Culture should be used on all materials. On second reference DCC is acceptable. Other variations of this name should not be used, such as Community and Culture.
2. The DCC logo or "Utah Department of Community and Culture" must be included on all Department materials and should include the Department web address www.community.utah.gov. Exceptions will be considered for programs and campaigns that cannot provide DCC mention on specific materials. Exceptions should be discussed with the communications director.
3. Approval to use DCC's logo will be approved by and or rescinded by DCC's Executive Office. Please refer to the guidelines of usage for the Department logo or consult with the communications director.
4. The communications director should be included in discussions at the time the need for a logo is realized. The use of the DCC logo for Department or division programs or public material should be approved by the communications director.

Production

1. All scripts for television and radio should be approved by the communications director prior to any production. Exceptions may be granted for spots that are generated with interviews where the content is not scripted. However, the content should be discussed or brought to the attention of the communications director prior to airing.
2. All originally produced DCC or division television spots as well as aftermarket spots acquired from other entities should be closed captioned so Utah's hearing impaired community may benefit from DCC messages.

Newsletters/Bulletins/Updates/Reports

1. Existing newsletters, bulletins, and proclamations published by the divisions within DCC can continue in their current form. However, any new documents or existing documents with significant modifications should receive prior review by the communications director.
2. The communications director will make every effort to return drafts within 24 hours, but divisions should allow at least three days for feedback, especially if approval from the Governor's Office is requested. Drafts that are more than five pages or difficult to review should be submitted with a one week window for approval.

News Messages

1. All DCC media messages (paid or unpaid) should be discussed with the communications director in advance of production, air time, or the event.
2. DCC's divisions should not issue more than one media/public relations message per day unless an identified risk becomes evident such as a time constraint. Sending out more than one media release may dilute the importance of a release and may decrease the consideration for news coverage. This does not include paid marketing advertisements or public service announcements.
3. In promoting events and observances or reporting on programs and projects, divisions should freshen the focus and make the story newsworthy.

Department/Division News Releases

1. News releases can be issued two ways:
 - DCC's Communications Office sends department news releases to media statewide and to ethnic media. The Communications Office assists the divisions in sending news releases to DCC staff and the Governor's Office through e-mail and posting on the www.community.utah.gov News Release Page. DCC's divisions distribute their own news releases to specific reporters.
 - Each division's information specialist distributes news releases pre-approved by the communications director on the approved date. An electronic copy of the final release must be provided to the communications director when the division

release is sent. DCC news release and news advisory formatting standards should be followed by the divisions.

2. If the division information specialist is the direct media contact on the news release, that individual must be available on the day of release. The direct media contact may also be a program manager if approved by the division director, the spokesperson for his/her division. This contact should provide the communications director with an email summary of any media interest generated from the release. At the request of the Governor's Office, the Department communications director's contact information must be on every DCC release.
3. When issuing a news advisory or news release, the division should have a spokesperson available to speak on the topic the day of the release and at least two days following. If necessary, after-hours contact information should be provided to the communications director as a back-up resource.
4. All DCC news releases should end with an identity paragraph on the last page. The end paragraph should include as an example, "The Division of Housing and Community Development is a division of the Utah Department of Community and Culture." News releases are generally less than two pages long.
5. DCC discourages other organizations to make announcements and statements on its behalf or without division involvement. When DCC is the initiating agency in a joint release, one additional logo may be used on the release, otherwise releasing agencies will be listed.
6. Joint news releases will be considered. If DCC is not the agency writing the news release, a copy of the joint release should be discussed in advance with DCC's communications director. Considerations for joint release approval include the following:
 - DCC employee must be quoted in the release
 - DCC must be directly involved in the event, message, service, program, data, etc.
7. Embargoed news releases will be considered for large documents or highly complex issues, but are not advised for simpler matters. Embargoes restrict release dates and times. Embargoed releases will be determined by the communications director with advice from the executive director.
8. When a news release is generated there is an obligation to share it with everyone who wants to receive DCC releases. When contacted by a reporter for a story, there is no obligation to share your information with all press unless the reporter's timing happens to coincide with a planned message meant for all audiences.
9. News releases should be prepared and issued in the approved DCC format.
10. DCC does not support the practice of pitching an exclusive news story to one media source if several media outlets are requesting the same story information.

Public/Media Message Categories

1. DCC places messages into the following categories:

- **News Advisory** – Usually includes the Who, What, Where, When, Why information. Announces an event such as an award ceremony, news conference, video opportunity, etc. (The news release is generally handed out at the event.)
 - **News Release/Announcement** - Announces expanded information on new data, programs, issues, rankings, reports, awards, changes in leadership, position clarification, etc.
2. When DCC information is sent to the public through routes other than the media, this information should go through the same procedure of review and approval by DCC's communications director.
 3. Division information specialists will provide a media activity list to DCC's communications office at the end of each month and the end of each year. As a source for internal media communications, this activity report is provided to inform DCC administration, division directors, and information specialists on Department-wide media activity.

New Events/Conferences/Media Availability

1. All news conferences should have a news advisory, news release, speaking points and an agenda. These materials should be finalized 48 hours before the event. Other supporting materials can be provided in a press kit. All posters, graphics, charts, etc., used to illustrate a point at the news conference should be provided in the kit. Divisions are responsible for preparing press kits for their event with input and direction from the Department communications director.
2. DCC news conference outlines should be discussed with the Department's communications director before inviting speakers or arranging locations. News conference locations and messages should be well thought out at least one month before the event. Exceptions to this are emergencies or other unforeseen needs requiring DCC's immediate response to an issue. Event planners are encouraged to think through the "shot" that will be behind the speakers and other video or photo opportunity options.
3. News conferences are for the news media. Divisions should only have a reasonable number of division staff at the event to leave plenty of room for the media and their equipment. Division staff should not make comment to the media unless asked to do so by their division director. They should refer the media to the division information specialist or the division director.
4. Divisions that want the DCC executive director or deputy director to speak at their news event should make the request simultaneously through DCC's executive assistant. If a member of DCC's Executive Office is asked to take part in an event by presenting awards or speaking, the request should be made simultaneously through the Department communications director.
5. Requests and coordination for the Governor, First Lady and the Lt. Governor to speak at a news event should be coordinated through DCC's communications director.

6. News conferences are called to ensure that all members of the media hear the information at the same time, in the same manner and in the same format. When a news conference is scheduled, interviews on the conference topic will not be granted until after the news conference is held. News conferences will not be called without approval from DCC's communications director.

Media Relations

1. Out of courtesy and for message and security purposes, all news media (reporters, camera operators, etc.) should be escorted while in any DCC building/office. The division's information specialist should always meet the reporter at the building's front desk, escort the individual to the interview location and then back to the lobby following the interview. Always alert the front desk and DCC's communications director of any scheduled media interviews prior to the arrival of the reporter.
2. When a reporter contacts DCC staff:
 - Obtain information regarding the request and the reporter's phone number, so a prompt reply with detail may be made. If the request requires more than a simple, factual answer, ask the reporter for a few minutes and indicate that you will get back with him/her.
 - Contact DCC's communication director before making statements. The division contact should inform the Department communications director about the request for the interview, when the interview is to take place, and following the interview, the content that was shared with the reporter.
 - Email the Department communications director a short paragraph summarizing your media contact as soon as the interview is over. Provide information that was communicated and when the story will run.
 - When media call, provide a timeline of when you can get back to the reporter and try to return the call with sensitivity to their deadline. Exceptions may exist during an emergency where news briefings are called and all questions will be handled at the briefing.
 - Do not give out telephone numbers to the media, especially personal telephone numbers. Understanding that state employee work telephone numbers are public information, it is good practice to allow the person being interviewed the time to prepare a response and to return the reporters call.
3. DCC does not help the media gain access to personal telephone numbers or to enter any place of business or a private home. If the media pursue entering an establishment or a private residence, they must obtain their own consent to enter from the establishment's person in charge, manager or owner.
4. DCC staff should not authorize the media to interview, photograph or videotape any minors in a DCC facility without prior parental/guardian consent. The media acts as its own agent and should get its own consent from facility management or by use of the media outlet's photo release forms.
5. When presenting a personal opinion on issues related to DCC's role to the legislature, media, etc., DCC staff must declare that opinion/statement is the individual's personal opinion and not the official opinion/statement of DCC. Testimony or interviews of this type must be conducted on the employee's own time and as a citizen of the community. Should this become a questionable situation for a

DCC employee, that person should consult with the Department communications director and executive director prior to making a statement.

6. If a division is not in agreement with the content of a news article or news report because of misreporting or misquoting, discuss this disagreement with the communications director. Guidance will be provided on a timely response to that media outlet, and if necessary, a request for a retraction or clarification of the misinformation.