

## 3.4 - Public Information Policy and Procedure ★

*Standard:* The agency shall have approved policies that govern what information shall be released, when it should be released, and by whom it should be released and that demonstrate the agency's commitment to inform the community and news media of events involving the agency.

*Suggested Evidence of Compliance:* Provide the written statement of policy and procedure, indicating approval by the proper authority.

Informational reference in the *Management of Park and Recreation Agencies*, (2010), 3rd Ed., Chapter 15 – Public Relations, Marketing, and Customer Service, pp. 375-377.

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### Agency Evidence of Compliance:

The Park District of Oak Park is committed to providing quality information to residents, visitors, other community organizations, and the media about parks and recreation services and news. Doing so fosters trust with the community. As outlined in the Park District's Policy on Public Information<sup>1</sup>, the Park District uses a variety of communication tools to provide information to the public. The Director of Marketing & Customer Service oversees the process and timing of dissemination of information to the public, including the media.

The Park District has the ability to distribute press releases through its website by adding them through the "News" feature and tagging them as "Press Releases." The press and the public have the ability to sign up to receive an E-Alert anytime that a press release is added to the website, which increases the distribution and timing of news delivery. As of February 2015, the Park District has released over 60 press releases<sup>2</sup> through the website since it was re-launched in August 2014. The public can use this same tool to sign up for other types of notifications<sup>3</sup>, including when a new RFP, RFQ, or Bid becomes available or even when registration and park & facility updates become available.

Media inquiries are first routed through the Director of Marketing & Customer Service who serves as the first point of contact with responsibility for coordinating and handling inquiries. In the event of a crisis, the Park District will follow the procedures outlined in the Park District Crisis Management and Communication Plan<sup>4</sup>.

### Documentation:

1. [03.04.00\\_Policy-on-Public-Information.pdf](#)
2. [Link to Park District Press Releases on Park District website](#)
3. [Link to Sign up for E-Alerts on Park District website](#)
4. [03.04.00\\_Crisis-Management-and-Communication-Plan.pdf](#)

**Agency Self Assessment:** MET

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