

## 3.4.1 - Public Information and Community Relations Responsibility

*Standard:* A specific position in the agency shall be designated to direct the public information and community relations functions. The position serves as a point of control for information dissemination to the community and the media. The intent of the standard is to establish the authority and responsibility for developing and coordinating the agency's community relations function in an identifiable position.

*Suggested Evidence of Compliance:* Provide the position description that reflects responsibilities for public information and community relations functions.

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:

DPRAC - 1.10.3 Authority for Coordinating Public Relations

Agency Self Assessment: MET

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