

1.25	Media Contacts	Page 1 of 1
Issue date: 12/99	Revision date: n/a	All Division Staff
Form(s): None	Guideline(s): Dept. Policy 01-06 ,	

Procedure

1. All contact with the news media (e.g. newspapers, radio, television) must be immediately coordinated through the **Division** Director or designee. **Division** and **Region** Directors and Department and Division Public Information Officers shall be notified via phone call or e-mail, including a brief written description.
 - a. Find out what the reporter's deadline is and what information the reporter wants.
 - b. Make a commitment that someone will respond within 30 minutes.
 - c. Notify the State Office to inform them and/or to discuss the response. Any employee who receives or initiates a news media contact MUST notify via phone or e-mail (include a brief written description):

Carol Sisco 538-3991 Dept. Public Information Officer

Also call or send a copy to:

George Kelner 538-4208 Acting Division Director
2. All media contacts should adhere to the Department of Human Services Public Information policy.
3. Positive news stories: Employees of the **Division** are encouraged to arrange for or participate in news stories that present a positive view of people with **disabilities** and/or the **Division**, the Department, and state government. Employees should consult the Division designated Public Information Officer in the preparation of stories to assure that the information provided to reporters is consistent with Department policies and priorities.
4. People First language: Employees who arrange for or participate in positive news stories should use People First language in reference to people with disabilities and encourage People First language by reporters. The attached media etiquette guide provides some examples.