

Emergency Media Policy

Adopted March 23, 2003
Revised July 4, 2012



In case of any event, situation, or investigation regarding an inquiry by the media, including radio, TV, or newspaper, into issues relating to the ITA the following guidelines shall be followed to assist the ITA's response to the media.

The ITA will prepare staff for preventative awareness by

- a) establishing positive media relations throughout the year with local radio/TV/newspaper reporters;
- b) establishing the ITA as a resource for information;
- c) helping the media when doing research on local stories; and
- d) providing training to the ITA on media crisis and the emergency media plan and informing staff not to comment on inquiries, but to refer inquiries to those designated individuals who may release information to the media.