

Construction Official Commentary

MEDIA PROTOCOL

Re-active (talking to the media after a problem has occurred):

- When dealing with the news media, always remember to never speak of the Mayor and council of your town in a bad light.
- Never assume anything is “off the record” when speaking to the media.
- Always deal with the media, like the general public, with proper etiquette.
- Give the press facts and only the facts. Try not to give your personal opinion to the press. Make certain all your data is current with the most up-to-date codes and all your research is correct. Outdated information is an embarrassment.

Pro-active (talking to the media and/or the public for the purpose of education):

- Cable television
- Web page
- Media release (e.g., during Building Safety Week)
- Local newspapers
- Radio

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