

MEDIA POLICY

7/8/2021

For some this may be a reminder, for others it may be new - Please review the attachment, and feel free to ask your supervisor, or call me direct with any questions or help.

Attached is proper protocol and procedure as it relates to the media policy, and specifically "as it relates to all media inquiries, press and public relations."

When, or if you receive a media inquiry:

- Via email: Simply forward the email to Rowena.white@bridgeportct.gov
- Via email regarding Public Safety BPD/BFD forward to scott.appleby@bridgeportct.gov
- Via Phone: Example Response, "I can help you with that by connecting you to our Communications Director, 203-576-7201"

KNOW that ANY statements provided to the media are on behalf of the Mayor and the Administration. Our office assists with providing factual and thoughtful responses given each specific scenario.

We look forward to promoting all city initiatives, messages, and your department, as well as providing direction with media inquiries and opportunities.

Again, call with any questions. Here to help – this is what we do!

-Rowena

Rowena White
Director of Communications
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Margaret E. Morton Government Center
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CITY OF BRIDGEPORT

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| Subject: | Approval: | Approval: | Effective: |
| COMMUNICATIONS & MEDIA POLICY | Joao Gomes Assistant CAO | Joseph P. Ganim Mayor | 12/12/18 |
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PURPOSE

To implement procedures and guidelines all departments are to follow as it relates to all media inquiries, press and public relations.

SCOPE

This policy applies to all City of Bridgeport employees, departments, and subdivisions.

ENFORCEMENT

Before responding to the reporter's query, please call the Communications Director with the following information:

- Name of reporter and media outlet
- Question(s) comment(s) they wish to discuss or are requesting
- Story deadline and publication or feature

All matters should be referred to the Mayor's Office Communications Director for consultation on response. The City's Director of Communication is responsible for the coordination of Citywide media relations and for ensuring accuracy, consistency, and quality in the City's overall responses to media.

Together, we will discuss the query and a response. The Communications Director will be available to assist with clarifying points, and/or to verify the information being discussed.

Please notify the Communications Director when a quote or advertisement from the Mayor or a City official is required. This includes but is not limited to any media inquiry, promotional materials, department collaterals, or related communications for use (internal or external) on all social media, printed publications, brochures and electronic platforms.

If you or your Department are interested in media coverage or promotional support, please contact the Communications Director to plan arrangements.

The Communications Director can be reached at 203-576-8439 or by cell at 203-726-0047.