

Policy Name	RJRD EXTERNAL COMMUNICATIONS
Administrative Procedure	Policy for the Board of Trustees for external communications and Administrative Procedure for Policy.
Issue Date	11.28.2016
Revision Date	

Purpose	To establish guidelines for external communications by the RJRD Board of Trustees, including the release of material information to the general public and media. Provide administrative procedure to process and manage external communications.
Attachment(s)	
Special Notes	

OVERVIEW:

The objectives are:

- To ensure that material information is disclosed in a timely, consistent and appropriate manner.
- To provide guidelines for the broad dissemination of material information pursuant to the Opens Meeting Act/Sunshine Laws.
- To prevent the improper or premature disclosure of information.
- To provide clear, uniform and consistent messages from the District.

External communication typically is defined as print or television communications and include but are not limited to press releases, media interviews, email, brochures, newsletters, posters, website and social media, advertisements and other forms of multimedia marketing designed to inform and educate the public and residents officially on behalf of RJRD. The Western Reserve Land Conservancy and RJRD have a long-term working relationship and partnership and the WRLC marketing department will be utilized when applicable.

Unlike internal communications, directed at employees and board members to explain policies and procedures, external communication devices promote publicity, generate sponsorship, announce events, support branding and information germane to the taxpayers.

DISTRICT POLICY:

Press Releases: RJRD will issue press releases from time to time to disclose information that is important to the public. Press releases will be prepared, reviewed and approved by the Governance Committee. Press releases will be released and issued by the Administrator to the media after and as approved by the Governance Committee. The Administrator will provide a copy of the press release to the full Board, Legal Counsel, RJRD consultants and partners as soon as practicable.

Through the partnership with the Western Reserve Land Conservancy, RJRD may obtain media support from their marketing department and assistance with broader issuance of press releases. Such cooperative activities shall be overseen by the Governance Committee and coordinated by the Administrator.

Updates to the RJRD Website are obtained from general information that is contained in the RJRD public records.

Media Relations, Public Comments and Designated Spokesperson: Unless otherwise authorized by resolution or motion by the Board of Trustees, the Chair of the Board is the primary spokesperson for the district. The spokesperson has a duty to speak truthfully and openly to the best of his/her ability to provide a concise statement consistent with the district's objective. Spokesperson and members of the Board always represent the Richfield Joint Recreation District.

Routine Information Requests: Inquiries from the public for general information that is contained in public records will be answered by the RJRD Administrator initially.

Consequences for Non-Compliance: Trustees and employees will be advised of this policy and its importance and all are responsible for understanding and complying with this policy and Section 2 of the RJRD Bylaws, Code of Ethics and Accountability and risk of censure by the Board of Trustees.

ADMINISTRATIVE PROCEDURE:

- **Press releases** will be released and issued by the Administrator to the media as approved by the Governance Committee. Routine press releases are submitted to the West Side Leader and Scriptype Publications [The Richfield Magazine] and broader releases, when applicable are provided by the Board of Trustees. A copy of the press release will be distributed to the full Board, Legal Counsel and RJRD consultants as soon as practicable.
- **Public Records Requests** are coordinated by the Administrator by requesting information from the Board and the public records of the district. Per the Public Record Records Policy, all public records requests and responses will be logged. Public Records Requests and policy are included on the RJRD website.

- **Immediate release of emergency information** is coordinated by the Administrator. The most prudent form of communication is utilized based on the emergency information; e.g. telephone call or electronic mail. The Administrator will coordinate and release information, as appropriate, to: Board of Trustees, News Media if applicable, Mayor of Richfield, Chairperson of the Board of Trustees Richfield Township, President of Village Council, Administrator of Richfield Township

Revisions

Date	Administrator	Details of revision