



Aldermen

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Foster Hughes, CPRE
Director of Parks & Recreation

Dana E. Outlaw
Mayor

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City Manager



PUBLIC INFORMATION POLICY AND PROCEDURES

New Bern Parks and Recreation is committed to providing timely and accurate information to the public, developing and maintaining community relations and establishing sustainable marketing efforts. Parks and Recreation coordinates the dissemination of public information in the form of videos, flyers, press releases and general statements in the following platforms:

- Parks and Recreation webpage
- Facebook
- Twitter
- Mass Email promotion
- Press Release distribution

The department also coordinates press release distribution with the Public Information Officer through advertisement on the City Access Channel. New Bern Parks and Recreation Department maintains a relationship with the community and uses input from residents to plan and develop services based on the recreational interest and needs of its constituents.

Media Inquiries for Interviews

Any requests for comments or interviews by the media shall be directed to the Director of Parks and Recreation. The Director shall designate the appropriate staff member for the media request. In the event the Director is not available due to being away from work for vacation or work-related relations, the Acting Director shall designate the appropriate staff to speak with the media.

1307 Country Club Rd
New Bern, NC 28562
Office 252 639-2901
Fax 252 636-4138

Press Releases/Program Flyers

Staff that are assigned specific programs are responsible for creating a press release and program flyer.

Items to include in the Press Release/Flyers

The press release and flyer(s) should contain the name of the event, date, location, costs (if any), registration information, department logo, CAPRA logo and website and contact information.

PEG (Public, Educational and Government Access) Channel Format

PEG Channel requirements:

The flyer should be created in PowerPoint.

Size of font: Minimum of 30 point

Margins: 1 1/2" around entire document

Announcement should be no more than two (2) pages.

Approval Process

These documents should be submitted for approval at least one month in advance of program registration. The flyers shall be reviewed by the immediate supervisor and/or division head. The information is then submitted to the Director of Parks and Recreation for final review and approval. Once the information has been approved, the Office Assistant shall email press releases to the media email list, the Public Information Officer, Division Heads, Facility Managers and Administration staff. The Special Event Coordinator shall post the information on Facebook as an event or general posting.

This document shall be updated from time to time. If staff have any questions, please don't hesitate to contact the Director of Parks and Recreation.

Approved by:



Foster Hughes, CPRE
Director of Parks and Recreation

10-16-2019

Date

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