

~~PART~~  
MEDIA RELATIONS POLICY AND GUIDELINES

SECTION ~~01~~1. PURPOSE AND AUTHORITY. (A) The purpose of this ~~Part~~media relations policy and guidelines (the “Policy”) is to establish such procedures relating to the interaction and coordination by the Town of Guilderland Industrial Development Agency (the “Agency”) with the members of the news media. The Agency offers certain financial benefits to promote, develop, encourage and assist projects for the purpose of promoting, attracting and developing economically sound commerce and industry to advance the job opportunities, health, general prosperity and economic welfare of the people of the Town of Guilderland (the “Town”), to improve their prosperity and standard of living, and to prevent unemployment and economic deterioration.

(B) While providing these benefits, the news media is frequently interested in the Agency. The Agency has a responsibility to be open and responsive to their information requests because the media are among the many ways the people of the Town and the Agency’s business partners build their individual perceptions of the Agency and the work the Agency does in the Town. This ~~policy~~Policy exists to assure that information disclosed by the Agency is timely, accurate, comprehensive, authoritative, and relevant to all aspects of the Agency. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

SECTION ~~02~~2. SCOPE. This ~~media policy~~Policy applies to all employees of the Agency, and any subsidiaries, as well as the members of the Agency. This ~~policy~~Policy covers all external news media including broadcast, electronic, and print as well as social media, including but not limited to Facebook, Instagram, YouTube, Twitter, LinkedIn, and blogs.

SECTION ~~03~~3. DESIGNATION OF AGENCY SPOKESPERSON. (A) The Chief Executive Officer is designated as the Agency principal media contact and Agency spokesperson. The Chief Executive Officer has expertise in media relations and weighs each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. The Chief Executive Officer will convey the official Agency position on issues of significance or situations that are particularly controversial or sensitive in nature. Among the Chief Executive Officer’s responsibilities:

(1) Increase public awareness and understanding of the Agency, the services that ~~we provide~~the Agency provides the Town and ~~our~~ future prospects for projects.

(2) Promote a positive public image of the Agency and the work ~~we do~~the Agency does to the audiences that are important to the Agency, which includes the people of the Town, employees, and vendors/landlords as well as government officials, banks, shareholders and developers.

(B) ~~Depending on the situation, an~~ The Agency may, in its discretion, request an independent individual ~~external to the Chief Executive Officer may be asked to be a~~ to act as spokesperson on a particular issue ~~due to~~ or issues (the “Independent Spokesperson”). If the Agency desires to request assistance from an Independent Spokesperson, the Agency shall consider the circumstances of the media engagement and the qualifications of the Independent Spokesperson including, but not limited to, their knowledge, experience, and expertise. The Chief Executive Officer will work with ~~that designated spokesperson~~ any Independent Spokesperson to prepare them for the media interview as needed. Preparation may include developing talking points as well as counseling, training and practicing for the interview.

SECTION ~~044~~. GUIDELINES FOR COMMUNICATING WITH THE MEDIA. (A) A reporter, producer, or other news media may contact ~~you~~ members, officers or employees of the Agency, either verbally or in writing, for a number of reasons, for example:

- (1) To get information about the Agency.
- (2) To get information about a recent unexpected event such as natural disasters, thefts or arrests, accidents or injuries; citizen or employee complaints, federal, state or local regulatory actions; etc.
- (3) To get information or comment about an action or event that could impact the Town, new projects, new development plans, changes in government or Agency policies.
- (4) To get general information on a topical story in the Town such as changes in local governmental officials or policies, problems or issues specific to the Town, etc.

(B) Members, officers, employees, or Independent Spokespersons of the Agency shall:

~~(B1) Refer all media calls and contacts to the Chief Executive Officer. Do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell or communicate to the reporter: “the Agency policy and indicate that the Agency’s policy, as discussed herein, is to refer all media inquiries to the Chief Executive Officer. You can reach the Chief Executive Officer at (telephone number).”;~~

~~(C) Whenever taking a call or receiving a communication from the media, the same courtesy and professionalism in which we approach project applicants should be displayed toward the media. Act quickly when approached by the media to ensure that the reporter’s deadline is met. This is important because the way this call or communication is handled may be the reporter’s first impression of the Agency and that first impression may end up in the story published or the news segment broadcast. In order to promote our image, it is important to respond quickly, courteously and professionally to all media calls and communication.~~

(2) Respond with politeness and professionalism and, to the extent practicable, respond to all inquiries timely to meet media deadlines; and

~~(D3)~~ Contact the Chief Executive Officer ~~if and when you have been approached by~~ within one (1) business day after any contact from the media. ~~Even though you have referred the media, to ensure~~ the Chief Executive Officer ~~will need your help to prepare a response.~~ is informed and prepared to receive further contact from the media.

~~(C)~~ The Chief Executive ~~Office may also direct a reporter to speak directly with~~ Officer may, in their discretion, request a member of the Agency. ~~Do not let a reporter compel you to answer questions on the spot. It is always beneficial to~~ to speak directly with a reporter or other media resource. Any member, officer, employee or Independent Spokesperson communicating directly with the media shall prepare in advance in order to provide accurate and relevant information.

SECTION ~~—055~~. GUIDELINES FOR PHOTOGRAPHS AND FILM. (A) A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside a project facility or the Agency office. ~~Refer the caller~~ Members, officers, employees, or Independent Spokespersons shall first refer all requests to the Chief Executive Officer. No one will be given access to a project facility for a photo or filming without approval from the Chief Executive Officer, and ~~equally important~~ further, the Chief Executive Officer will not give approval without ~~talking~~ communicating in advance with the project beneficiary. This is a joint decision between the project beneficiary and the Chief Executive Officer. Decisions will be based upon a number of considerations including but not limited to:

- (1) What ~~does the Agency have to gain from the photo and filming~~ benefits or risks may be associated from photographing and/or filming inside a project facility?
- (2) How much disruption will this cause to the project?
- (3) What is the condition of the project facility?

~~(B) A reporter or camera crew may show up unannounced at a project facility or the Agency office. This is most likely to occur in a crisis situation. Or, it could occur if the media learned about an event at a project facility from an external source who has organized a demonstration or boycott.~~

~~(CB)~~ ~~We~~ The media may arrive unannounced at a project facility or the Agency office. The Agency should be aware of any public areas as it cannot prevent the filming or photographing of common areas outside of the Agency office or a project facility. Examples would include public parking lots, courtyards and ~~walk ways~~ walkways.

~~(DC)~~ ~~The following guidelines should be used when television camera crews or print photographers show up unannounced~~ In the event a media outlet arrives at the Agency office or a project facility— without advanced notice, the Agency shall:

- (1) ~~Although we cannot prevent the media from photographing or filming the exterior of our facilities, we will contact their~~ To the extent possible, contact the reporter's (or other individual's) news room and/or editors for clarification.

(2) ~~The media cannot enter our facility to photograph or film without permission.~~ Inform the reporter (or other individual) that it is the Agency's policy to schedule any filming inside the Agency office in advance and request that, if the reporter desires to film inside the office, a future filming date be selected.

(3) ~~The~~ Inform the reporter (or other individual) that, because the Agency offices are considered public property, the media cannot block the entrance ~~to the facility~~ or prevent people from entering the ~~facility~~ office or conducting business as usual.

(4) ~~We can inform the media if a project beneficiary complains about the inconvenience caused in the parking lot or walkways.~~

(E) Be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative ~~who is trying to make the Agency office or project facility come alive for his/her audience.~~

SECTION ~~—066~~. GUIDELINES FOR SEEKING MEDIA COVERAGE. In circumstances in which ~~you believe you have a positive~~ the Agency desires to share a news story ~~to share~~ with the public, ~~contact~~ the members, officers, employees, or Independent Spokesperson shall request the Chief Executive Officer. ~~It is the only department authorized to distribute the Agency to contact a preferred media outlet.~~ Members, officers, employees or Independent Spokespersons of the Agency shall not contact reporters or other media outlets, prepare news releases, pitch coverage of particular events or hold news conferences.

(1) ~~Do not call a reporter directly~~ without ~~first~~ consulting the Chief Executive Officer.

(2) The Chief Executive Officer will work with ~~you~~ the Agency to gather information and determine if and how the news media should be contacted. ~~Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.~~ The Chief Executive Officer may, in their discretion, also consult with counsel to the Agency prior to seeking any media engagements to receive counsel regarding any risks associated with the proposed coverage.

(3) Some news items may be more appropriate for internal publicity such as through e-mail or other forms of employee communications.

SECTION ~~—077~~. RELEASE OF INFORMATION TO THE NEWS MEDIA. Under no circumstances should information be released to the external news media or social media outlets without prior approval from the Chief Executive Office as the Agency principal media contact and Agency spokesperson.

SECTION ~~—088~~. NON-NEWS MEDIA RELATED COMMUNICATIONS. (A) The Chief Executive Officer of the Agency is responsible for the day-to-day operations of the Agency. Such responsibilities ~~includes~~ include communications with potential project applicants and interacting with municipal officials, the media and business entities. Such responsibilities and the actions taken by the Chief Executive Officer to satisfy such responsibilities are not subject to specific Agency board action or approval.

(B) In situations where the Agency will be taking a public position on an issue or question that has been presented to the Agency, the ~~Chairman~~Chairperson, Vice Chairperson or Chief Executive Officer will ensure that any written material or oral communication responding to such issue or question is first reviewed and approved by the Agency board.