Town of Garner

STRATEGIC & CRISIS COMMUNICATION PLAN

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CHAPTER 1

Communication Plan Overview and the Public Information Officer

The Town of Garner

Communication Plan Overview and the Public Information Officer

I. Introduction

Town of Garner leaders took the initiative in 2009 to create a part-time public information officer (PIO) position.

The PIO helps to promote, inform and provide information to the citizens of Garner, town elected officials and town staff. Information is distributed to the public through newsletters, news releases, brochures, flyers, the Town's public, educational and government channel, the Town's website, e-mail alerts, social media, booths at local events and festivals, presentations to civic and neighborhood groups, one-on-one communication with residents and businesses and other various forms of communication. The PIO creates, updates, implements and manages the Town Communication Plan, which will provide clear direction as to how daily communication and crisis communication information is handled and shared with the public. The PIO responds proactively to community concerns and ensures that residents are educated and informed about the services, policies, news, events and programs that are offered them by the Town of Garner. The PIO works to share information about the Town with organizations, trade journals and local and state media representatives, always striving to share the positive and innovative things that are happening in Garner to the community abroad. The PIO is available to assist all Town departments with their communication efforts and can offer help with ways to reach their intended audience.

The PIO is part of the Economic Development Department and works under the supervision of the Economic Development Director. Successful communication must always be supported by the top of an organization in order for it to flow through the organization, as well as disseminate throughout the town via citizens and the news media.

Providing professional, coordinated and consistent communication is essential to keeping the lines of communication open to Garner's residents, local businesses, elected officials and Town employees. The service provided by the Town of Garner helps to build community pride, attract new residents to our neighborhoods, encourage business development, draws visitors to the community and attracts capable employees. Town communications must be an important tool for Town government, to ensure that the community and surrounding areas are informed of those services.

II. Purpose

1) The Communication Plan introduces a process for communicating timely, accurate and useful information to the Town's target audiences in a consistent and professional manner, which will help to strengthen connections with Garner citizens, the region, nation and world.

2) The plan will validate the desire and commitment of Town government to develop a two-way flow of information, which enhances community problem solving, both internally and externally. It is as important to receive feedback and gather information as it is to provide information.

3) The Communication Plan will present strategies to follow when providing information to our target audiences that will change, develop or enhance the perception of services, issues and projects in the Town of Garner.

4) The plan will help to enhance the Town's image and identify ways to communicate with local, state and national citizens so others will see that Garner is a strong, progressive and growing community.

5) The plan will assist with the promotion of Garner to others and all it has to offer in amenities, services, location, quality of life and the feeling of community among its citizens. It will show Garner's dedication to providing the best essential services to our citizens and the strong partnerships that we want to develop with our local businesses.

6) The plan will establish how information from the Town is distributed to others and provides direct guidelines that will be followed by all Town employees when communicating with the media, while also providing a plan of action to follow in the event of a crisis when it is necessary to quickly and accurately provide information to the citizens of Garner, Town employees and the media.

7) The intent of the Communication Plan is to take a proactive rather than a reactive approach to the dissemination of information.

III. Image, Identity and Perception

A strong Communication Plan can help to enhance the Town's image. In an age of sound bites and snapshots in written media and on television and radio, citizens' perception of a service, event or issue will become their reality. The Communications Plan will guide the information flow so perception, reality and fact all meld into one idea.

An effective Communication Plan will help to inform citizens and the media of any positive or negative information that needs to be shared. Positive news releases, articles in local and state publications, local coverage of newsworthy issues and events regarding Town services, programs, events, employee achievements, Town awards and honors, etc., help to show all citizens that Garner is, and will continue to be, a strong, progressive and visionary community.

While the message delivered may be one that might potentially be received as negative to Town citizens and the media, it is important to structure those messages so they create a positive or neutral effect rather than a negative one. When a situation or issue arises that is perceived as negative to the Town's image and/or leadership, it is imperative to be responsive to those situations, to state the facts, to provide background information about the issue, to show that the issue will be corrected and/or the proper decisions will be made to assure it is corrected, and to assure others the issue is being dealt with and taken seriously.

Like technology, communication tools change frequently, making it important for the Communications Plan to be constantly updated and improved as ideas emerge.

IV. Target Audiences

It is necessary to identify target audiences then develop communication strategies for each of these groups. Target audiences include:

1) Citizens of Garner – Targeting the residents of Garner is essential to the success of the Communications Plan. By keeping our residents in the highest level of communication, we will create a sense of ownership for them, and this will help when communicating with other audiences.

2) Media – The media are an extremely important audience to target because their coverage of meetings, issues, events, programs and projects reach a significant number of target audiences. Local newspapers communicate with the PIO on a regular basis. Town communications are also shared with local television stations, radio stations, magazines and other publications, and other local, county and state government agencies. These entities are the mainstream media outlets, but many other media venues exist that target the non-English speaking residents, and they too will be important to reach. The relationship between the PIO and the media is vital because messages they disseminate could enhance or harm the Town's image.

3) Town of Garner Mayor and Town Council – It is vital to keep our elected officials informed of items of interest and newsworthy events in the Town of Garner. In doing so, they will be able to speak on behalf of the Town, answer questions and respond to remarks with factual and

current information. The continuous flow of correct and up-to-date information to these individuals is extremely important as the community looks to them for answers, understanding and decisions as their representatives when determining their stance on Town issues. This task is a primary function of the Town Manager, thereby establishing the vital link between PIO and the Town Manager's Office.

4) Town of Garner employees – Town of Garner employees serve in a variety of roles. The majority of employees communicate with citizens on a daily basis. It is important not to forget our most valuable resources – Town employees. This target audience can greatly enhance or harm the Town's image.

5) Surrounding Community Citizens – Citizens from surrounding communities work, shop, dine and attend entertainment venues within the Town of Garner. They are not residents of Garner, but they may be affected by the actions and decision of the Town. Garner's economic health is supported by those individuals who may live outside the Town limits. The Town's image in the region is hugely important and needs constant attention.

6) Visitors – Visitors to the area may have preconceived notions about the Garner community and may have developed their image of the area from communications they have received or happened upon while visiting other communities, websites or traveling through the area. Visitors support the Town's economy when they shop, dine and attend entertainment venues here as well. The image they perceive from that visit may lead to the positive or negative perceptions they will share with others. We want their experience to be a positive one so that they will see that "Garner is a Great Place to Be." We welcome them and look at them as guests in our community, potential business owners or possible residents who may return here to live one day.

7) Garner's Community Organizations – Garner has numerous civic, fraternal and community organizations. These groups are made up of volunteers who give of their time and money to support their organization and its outreach efforts. The Town benefits from partnerships with community organizations and hopes to continue building strong relationships. These organizations have dedicated residents who are already involved and supportive of their community. They make a huge impact on the success of the community, its programs and events, and the Town will continue to work to increase communication and the sharing of information with these community leaders.

V. Public Information Officer (PIO)

The PIO will be responsible for maintaining and updating the Town of Garner Communication Plan as changes in communication avenues, town policy, programs, etc. happen. The PIO is responsible for the town's strategic communications, including media relations, community relations,

intergovernmental relations and internal communications. The PIO will work to continuously seek the best ways for the town to communicate its priorities and to achieve its policy objectives; to communicate news, achievements, public education, community outreach initiatives; to inform citizens and the media about town services, policy, news, programs and events. The PIO serves as the one person that can be contacted in the Town of Garner to provide information, locate the information requested, or to put an individual in touch with appropriate departments, employees, or contacts that can assist them with the information or answers they seek. The PIO is always available to assist with everyday communication needs for all town departments, as well as, ready to help work to provide information to Garner's citizens, businesses, and town staff in the event of a newsworthy situation.

Future considerations of the Public Information Officer and ways to improve communication:

1) The Town of Garner is a growing community. As more residents make their home in Garner and more businesses are attracted to the community, it will become necessary to take advantage of new ways to communicate with target audiences.
2) "A Great Place" Guide to Garner would be beneficial to new Garner residents or to those who are interested in finding our more about this great community. The publication would include a description of Town departments, a list of popular annual events, important contact numbers and information about Town programs and services, the Town Council and Town boards and committees. The publication could also include other informative features about the community.
3) The Town may want to develop an "app" for mobile devices ("smartphone"). Other local governments have created apps to communicate directly with citizens, to receive information from citizens and to enhance customer-service capabilities.
4) The Town should explore the possibility of developing a "video tourbook" that could posted on the Town website and on the Town's YouTube channel. The tourbook would consist of several short videos that highlight different aspects of Garner (e.g., parks and recreational amenities, economic development, relocation information and schools).
5) The Town must continue to stay abreast of developments in the world of social media and embrace new social media as needs dictate and resources allow. The Town should look at the possibility of launching a blog authored by the Town Manager or perhaps the PIO.

CHAPTER 2

Public Information\Communication Plan Goals

The Town of Garner

Public Information/Communication Plan Goals

The Town of Garner strives to provide its audiences with information about the Town's government programs, services and events and activities. In priority order, strategies to continue working to provide and improve Town communications internally and externally are:

1) Maintain a quality working relationship with local and regional media to effectively deliver Town of Garner government information to the community.

2) Respond to all media requests for information in a timely manner and serve as the media's advocate in dealing with Town officials.

3) Distribute information regarding positive Town government stories and Town employee awards, accomplishments and other information to the media and interested organizations.

4) Distribute news releases announcing Town programs, services, and events via e-mail to local and regional media.

5) Provide information and help maintain the Town of Garner website with the most current information. Ensure that content is accurate, timely and up to date.

6) Produce a community e-newsletter to deliver Town government information to local citizens.

7) Continuously update the Town's social media accounts to provide information to the public.

8) Provide regular content for the Town's public, educational and governmental (PEG) channel to deliver weekly updated programming to the community.

9) Assist departments with print materials, news and information provided to the public.

10) Respond to mail, e-mail and telephone requests for Town government information from Garner citizens and others.

11) Undertake various projects to enhance the Town's overall image.

12) Assist Town officials, including elected officials and staff, with presentation materials, speech writing or media interview request preparation; offer strategic communications advice.

13) Work with Wake County Emergency Management office to develop and maintain the use of automated telephone messaging using the reverse 911 system.

14) Conduct periodic training on media relations with Town officials.

15) Work to improve the Town's Strategic and Crisis Communication Plan.

CHAPTER 3

Public Information Materials Guidelines & Policy

The Town of Garner

Public Information Materials Guidelines & Policy

I. Objective

The objective of this policy is to specify the guidelines to follow when creating any public information materials that will represent the Town of Garner, the Garner Town Council and Mayor, Town departments, Town policies and procedures, Town information, Town programs and events, etc.

II. Purpose of the Policy

1) To present public information materials in a manner consistent with the Town Council's policies and philosophies.

2) To ensure that the creation and use of public information materials are consistent with, and supportive of, the Town's Mission Statement, Vision Statement and long-range established goals.

3) To ensure consistency and uniformity in the creation, appearance and use of public information materials.

4) To ensure that reasonable standards of quality are met in the creation and use of public information materials; and, to maximize economy and efficiency in the creation and use of public information materials.

5) To ensure that all communication materials represent the Town of Garner professionally and that recipients are able to easily ascertain that the communication piece is a legitimate item distributed by the Town.

III. Description of Public Information Materials

A. Collateral Pieces

Collateral pieces are text-based, supplemental items created or modified to carry a message about or advertise any aspect of Town government to internal or external entities. Such items include, but are not limited to, fliers, posters, brochures, pamphlets, booklets, newsletters, postcards, letterhead, business cards, holiday cards, mass-produced letters, etc.

B. Promotional Items

Promotional items include supplemental items created or modified to carry a message about or advertise any aspect of Town government to internal or external publics. Such items include, but are not limited to, pins, pens, pencils, tote bags, magnets, key chains, paperweights, flags, folders, banners, etc.

C. Promotional Messages

Promotional messages include any slogans, tag lines or other short summary statements referring to any aspect of Town government and used on internal or external promotional items or collateral pieces or in advertising, etc.

IV. Policy: Design and Distribution of Public Information Materials

The Town's Public Information Officer shall be involved in the design and distribution of all printed public materials that will represent the Town and will be developed for public consumption. Individual departments may create their own public information materials, without input from the PIO, if those materials are being produced for a small audience and will not be displayed, mass mailed, etc. (Examples: memorandums, departmental letters, fliers or handouts for a committee meeting of 20 or less, etc.)

If materials are developed that will be mass produced, developed to advertise programs, events or services, and will be distributed to a large audience, then a copy of those materials must be sent to the PIO for approval *prior* to distribution. This way, the PIO will ensure that all materials distributed to the public agree with the guidelines in place to meet the appearance, format and message that effectively represent the Town of Garner. Items that would fall into this category include, but are not limited to:

- Materials placed in Town buildings and facilities for advertisement of Town programs, services and events
- Materials mass produced to be included as folder inserts or used as handout materials
- Newsletters (printed and/or distributed by e-mail to a large number of recipients)
- Promotional items (key chains, banners, magnets, etc.)
- Posters, fliers or announcements placed throughout the community or in Town buildings and facilities
- Brochures, pamphlets, mass-produced letters, postcards, etc.

If possible, the Public Information Materials Request Form *(see Appendix A-1)* should be completed and submitted to the PIO for approval before printing of those materials.

CHAPTER 4

Ways to Communicate Our Message

Town of Garner

Ways to Communicate Our Message

With the growth of media, communicators have many choices, but knowing your audience is critical. It is necessary to research and ask our Town residents what elements of communication they use frequently. We must determine what our message requires, and question: Is it urgent? Do we need feedback? Are we building a following through new technologies?

Each of these answers lead to a different distribution system. In many cases, more than one communication vehicle is necessary to ensure the message reaches the entire community.

Distribution channels could include:

- E-mails/e-mail blasts
- Meetings
- Social media (Twitter, Facebook, YouTube)
- Town of Garner website
- Town of Garner Intranet site
- Newspaper ads/articles
- Presentations
- Press releases
- Letters
- Publications
- Manuals
- Handouts
- Banners
- Booklets
- Brochures
- Blogs
- Door hangers
- Town employees
- Elected officials
- Voicemail
- Community information call-in line
- Employee information call-in line
- Television PSAs /news/commercials
- Town of Garner public, educational and governmental channel GTV11 (TWC channel 11, AT&T U-verse channel 99)
- Radio
- Videos
- Webinars/webcasts
- Training sessions
- Town of Garner citizen newsletter
- Posters
- Fliers
- Signs
- Word of mouth
- Mass mailings/direct mail
- Reverse 911 call with recorded message
- Electronic mailing list service
- Fax
- Promotional items (pens, magnets, etc.)
- Voice recording for individuals calling the Town of Garner and placed on hold
- Regional/national/international media
- Special events
- Utility bill inserted messages

CHAPTER 5

Town News and Information Distribution

The Town of Garner

Town News and Information Distribution

The Town of Garner works hard to share information with the community. Various methods of doing so are available, but finding those outlets that best serve, and are used by, Garner residents is an ongoing process. The Town will continue to keep the public, through the media and other avenues, apprised of newsworthy events and the services, programs, parks and facilities that are available to the community and how the Town is working on their behalf.

The Town of Garner will facilitate communication and share information to reach our audiences by communicating with various groups and the following media outlets:

- **Core media** – *local print and broadcast media*
- **Town of Garner communication group** - *employees, elected officials, town affiliates*
- **Expanded media -** *media groups who share key or critical information with the public*
- **Special interest groups** – *receive press releases for special-interest areas*
- **Local communications group** – *public offices in the Wake County area representing local agencies and governments*
- **E-mail lists, social media networks** – *receive information in various formats*
- **College Newspapers –** *Newspapers from NC universities and colleges*

A complete list of the Town's distribution list is included in the appendices of this document. *(See Appendix A-2)*

CHAPTER 6

Program and Event Posting on Public Community Calendars

Town of Garner

Program and Event Postings on Public Community Calendars

Many organizations and agencies offer free program and event postings on their websites' community calendar. This is an easy and economical way to distribute information to the public about the Town's upcoming programs and events.

Town departments are encouraged to take advantage of this free opportunity to post upcoming Town meeting, program and event dates on community calendars. A complete list of sites, in priority order, used by the Town for posting events on local community calendars can be found in the appendices of this document. *(See Appendix A-3)*

CHAPTER 7

Request for Public Records

The Town of Garner

Request for Public Records

I. Purpose

The purpose of this policy is to assist Town officials and employees in the procedure to follow when a request is received for Town of Garner public information and/or public records from the public or media representatives.

II. Fulfilling Public Records and Public Information Request

Access to public records in North Carolina are governed by the North Carolina Public Records Act, General Statues 121 and 132. As a public agency of North Carolina government, the Town of Garner is required to respond to all requests for public records in a timely manner.

If a request for public records is received by a Town of Garner department, employee or Town official, the requestor should be directed to the Town Clerk's office to seek assistance with their request. If the requestor is someone from the media or one of its representatives, they should contact the PIO directly for assistance with their request.

Town Council members, or board or commission members, should seek the assistance of the Town Clerk anytime they receive a request for any information that they may have in their possession at home, as that information may be classified as a public record if it was generated or received to support or perform Town business.

Town officials and employees must remember that persons requesting a record are not required to disclose their purpose or motive for wanting the record, nor can they be required to give their name or address or show an ID, or sign for a record. Therefore, it is best that individual staff or Town officials ask no questions about the request and assist them by providing the necessary contact information for the Town Clerk and/or PIO, who will be happy to receive their request and assist them in acquiring the information they desire.

The Town Clerk will consult with the Town attorney if any request for records is questionable and/or needs legal clarification.

When a public record request is received, the Town Clerk and/or PIO will confirm that the requester has fully and clearly identified the record(s) sought. Asking for, but not requiring, the request to be in writing may facilitate obtaining clear requests. The Town Clerk and PIO will work with Town officials and staff to fulfill all record requests. Assistance in supporting their efforts, with the understanding that the Town of Garner is mandated by law to fill those requests to the best of our ability and in a timely manner, is imperative.

Police Department Only:

The Town of Garner's Police Department has specific guidelines for the handling of their criminal, investigative and trial preparation materials. The Police Department employs its own PIO, who will work with the Police Department's Administrative Manager and the Town Clerk to determine what records can be released following the guidelines found in N.C.G.S. 132-1.1 to N.C.G.S. 132-1.5, along with sensitive public security information, including specific details of public security plans and arrangements, detailed plans and drawings of public buildings and infrastructure facilities, and certain plans to prevent and respond to terrorist activity, as provided in N.C.G.S. 132-1.7, and technology security information.

III. Public Records Defined

According to the North Carolina Public Records Act, General Statues 121 and 132, a public record is defined as: All documents, papers, letters, maps, books, photographs, films, sound recordings, magnetic or other tapes, electronic data processing records, artifacts, or other documentary material, regardless of physical form or characteristics, made or received pursuant to law or ordinance in connection with the transaction of public business by any state, county, municipal agency, or other political subdivision of government is considered a public record and may not be disposed of, erased, or destroyed without specific guidance from the North Carolina Department of Cultural Resources.

Unless the purpose and content of a record is personal in nature and not related to the transaction of Town business, it is a public record and should be treated, retained and disclosed in accordance with applicable law and the Town of Garner's Public Records and Retention Policy.

The guidelines for North Carolina Public Records are available on the North Carolina Department of Cultural Resources, Government Records Branch's website.

IV. Protected Records

Confidential communications within the scope of the attorney-client relationship are protected records and are not required to be included in request for public records, until after a period of three years, as defined in N.C.G.S. 132-1.2.

CHAPTER 8

Policy on Use of the Garner Town Seal and the "Garner, A Great Place to Be" Logo

The Town of Garner

Policy on Use of the Garner Town Seal and the "Garner, A Great Place to Be" Logo

I. Objective

This policy is designed to help establish a concise appearance and appropriate use of Garner's Town seal and the "Garner, A Great Place to Be" Logo.

II. Policy for Use of the Town Seal

1) The Garner Town seal should always be included on all public materials, correspondence and items for distribution that represent a directive, legal matters or official business, governed by and distributed from, the Town of Garner and/or its elected officials. The Town seal assures the recipient that the item is a legitimate and official document from a Town of Garner government office or official. Such items include, but are not limited to, letterhead, business cards, policies, handbooks, proclamations, applications, official Town maps, etc.

2) The Town seal should always be clear and legible on any document or Town communication item, as mentioned above. The Town seal should always be placed in a visible and appropriate location on the document. Copies of the Town seal, in various formats that meet the standards set forth in this policy, are available on the Town's computer network "public" drive. If there is a need for the Town seal to be used on items that are larger than the resolution of the seal that is provided in this location, please contact the Public Information Officer (PIO) for assistance in obtaining the appropriate format and resolution of the Town seal for this use.

3) In order to ensure consistency, the Garner Town seal **shall not be modified in any way.** Staff should see the example of the Town seal included in this policy to verify that they are using the approved Town seal image on Town documents, communications items and other materials. The Town seal may, upon approval of the PIO, be incorporated into other graphic elements such as the Police Department seal.

4) The Garner Town seal should always be printed using the colors specified in the following pages of this policy, or in unicolor with those same specifications, or standard black and white.

III. Policy for Use of the "Garner, A Great Place to Be" Logo

1) The "Garner, A Great Place to Be" logo shall be included on all public materials~~,~~ and items for distribution~~,~~ that are sent from Town of Garner departments that include general information~~,~~ or advertise and inform the public about Town events, facilities and programs.

   In order to strengthen the recognition of the "Garner, A Great Place to Be" logo, it should be used freely on any posters, fliers, postcards or literature that do not represent "official" Town business, directives or legal documents. The Town logo is used as part of the Town's "branding" efforts and may help to distinguish the Town from others with an identifiable image that builds community pride and can represent the community as a whole. **As a rule, the logo should not be modified in any way.**

2) The "Garner, A Great Place to Be" logo should always be clear and legible on any materials where it is used and placed in a visible and appropriate location on the document. Copies of the Town logo, in various formats that meet the standards set forth in this policy, are available on the Town's computer network "public" drive. If there is a need for the Town logo to be used on items that are larger than the resolution of the seal that is provided in this location, please contact the PIO for assistance in obtaining the appropriate format and resolution of the logo for this use.

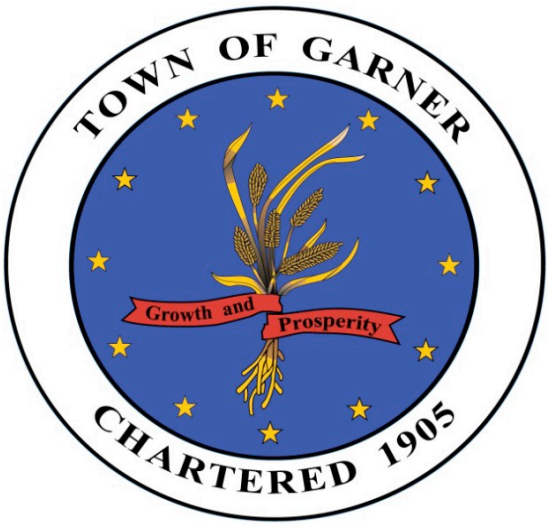
3) With the approval of the PIO, it may be acceptable for Town departments to slightly alter the tag line to represent their department. For example, the Parks, Recreation and Cultural Resources Department may wish to say, "Garner, A Great Place to Play!" The Economic Development Department may wish to say, "Garner, A Great Place to Be in Business!" Any department desiring to change the logo's tag line should make their request in writing (e-mail is acceptable) to the PIO for approval.

4) The Town logo must always be printed using the colors specified in the following pages of this policy, or in standard black and white if necessary. The PIO must review and authorize any proposed deviations from the standard color scheme (not including black-and-white where necessary).

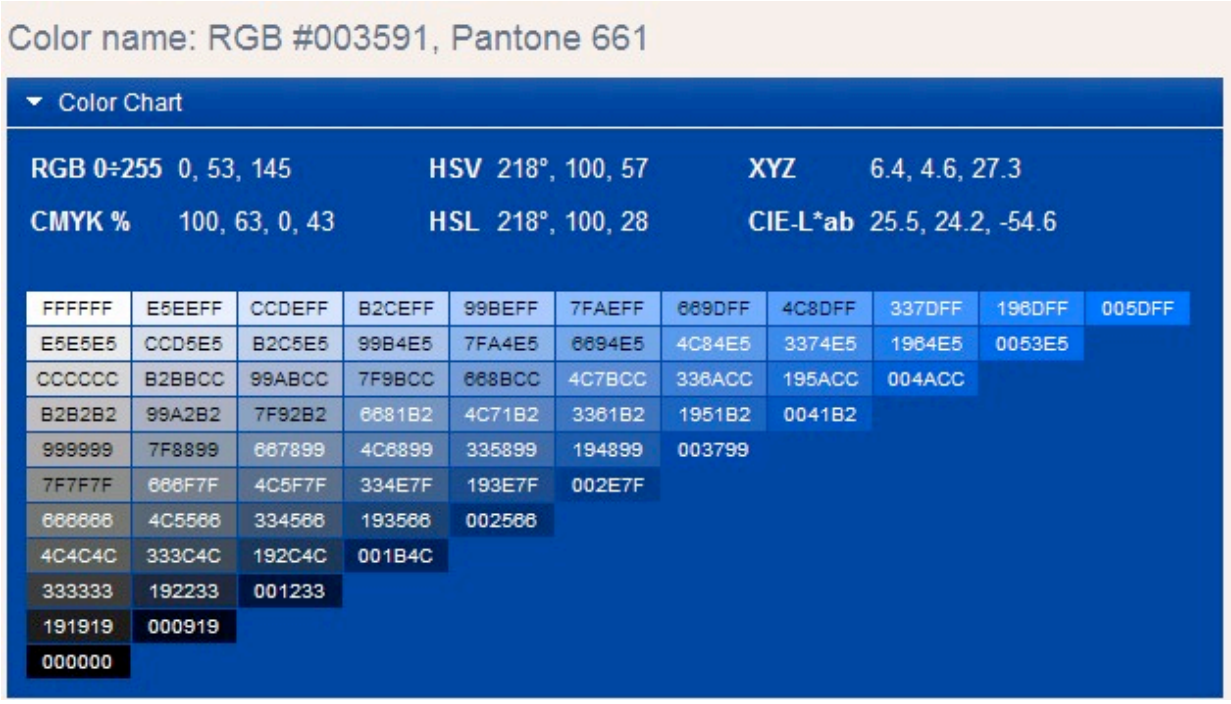
5) The Town logo is trademarked and should always appear with the ® symbol. The current logo with the ® symbol can be found on the Town's computer network "public" drive. Please inquire with the PIO if you are unable to locate it.

6) Entities outside the Town government wishing to use the logo must obtain express written permission from the Town Council. Requests in writing should specify exactly how the logo will be used. The logo must not be altered in any way except with the express written permission of the PIO.

GARNER TOWN SEAL



Blue Specifications:
Color Name: RGB #003591 > 0, 53, 145
Pantone # 661 C



Red Specifications:
Color Name: RGB #AA272F > 170, 39, 47
Pantone # 1805

Color name: RGB #AA272F, Pantone 1805

Color Chart

RGB 0÷255	170, 39, 47	HSV	356°, 77, 67	XYZ	17.8, 10.2, 3.7
CMYK %	0, 77, 72, 33	HSL	356°, 63, 41	CIE-L*ab	38.2, 52.5, 28.6

FFFFFF	FFE5E7	FFCCCF	FFB2B7	FF999F	FF7F87	FF666F	FF4C57	FF333F	FF1927	FF000F
E5E5E5	E5CCCD	E5B2B5	E5999D	E57F85	E5666D	E54C55	E5333D	E51925	E5000E	
CCCCCC	CCB2B4	CC999C	CC7F84	CC666C	CC4C54	CC333C	CC1924	CC000C		
B2B2B2	B2999A	B27F82	B2666A	B24C52	B2333A	B21922	B2000A			
999999	997F81	996669	994C51	993339	991921	990009				
7F7F7F	7F6667	7F4C4F	7F3337	7F191F	7F0007					
666666	664C4E	663336	66191E	660006						
4C4C4C	4C3334	4C191C	4C0004							
333333	33191B	330003								
191919	190001									
000000										

White Specifications:
Color Name: RGB #FFFFFF > 255, 255, 255
Pantone # 7541 or Pantone WHITE

Color name: RGB #FFFFFF, Grayscale 100%, NCS S 0300-N, Websafe FFFFFF, white, gray100, grey100

Color Chart

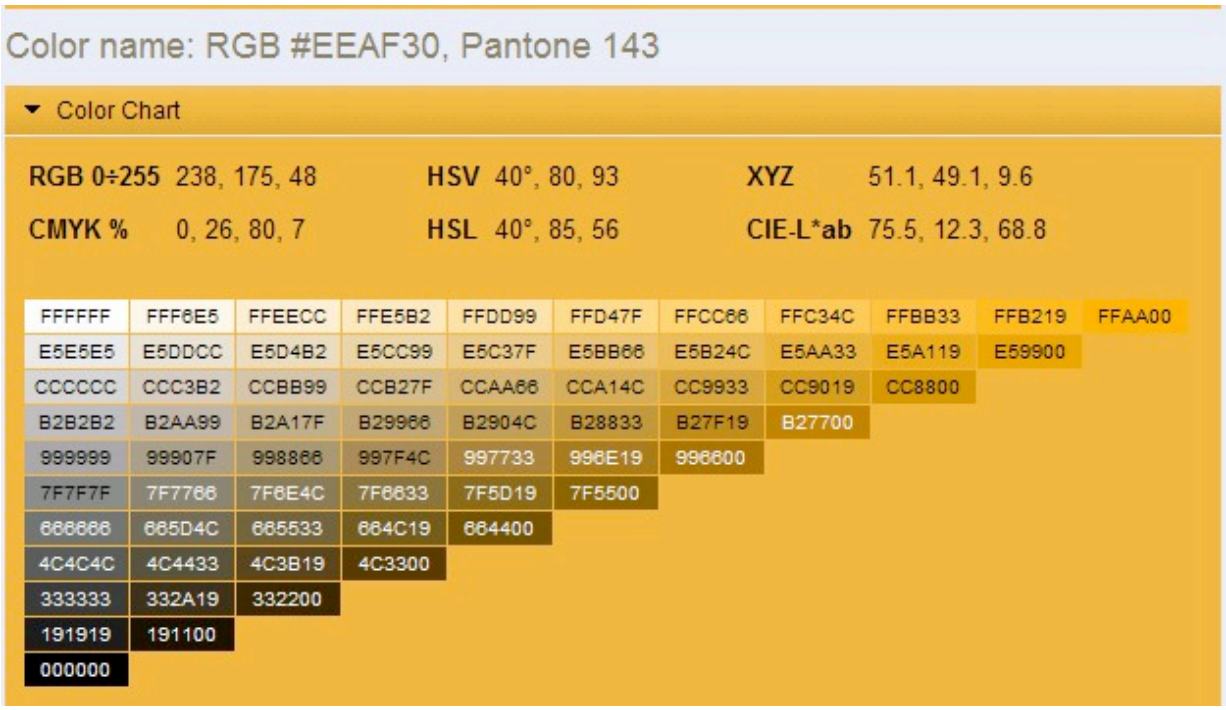
RGB 0÷255	255, 255, 255	HSV	0°, 0, 100	XYZ	95.1, 100, 108.9
CMYK %	0, 0, 0, 0	HSL	0°, 0, 100	CIE-L*ab	100, 0, -0

FFFFFF	FFE5E5	FFCCCC	FFB2B2	FF9999	FF7F7F	FF6666	FF4C4C	FF3333	FF1919	FF0000
E5E5E5	E5CCCC	E5B2B2	E59999	E57F7F	E56666	E54C4C	E53333	E51919	E50000	
CCCCCC	CCB2B2	CC9999	CC7F7F	CC6666	CC4C4C	CC3333	CC1919	CC0000		
B2B2B2	B29999	B27F7F	B26666	B24C4C	B23333	B21919	B20000			
999999	997F7F	996666	994C4C	993333	991919	990000				
7F7F7F	7F6666	7F4C4C	7F3333	7F1919	7F0000					
666666	664C4C	663333	661919	660000						
4C4C4C	4C3333	4C1919	4C0000							
333333	331919	330000								
191919	190000									
000000										

Gold Specifications:

Color Name: RGB #EEAF30 > 238, 175, 48

Pantone # 143



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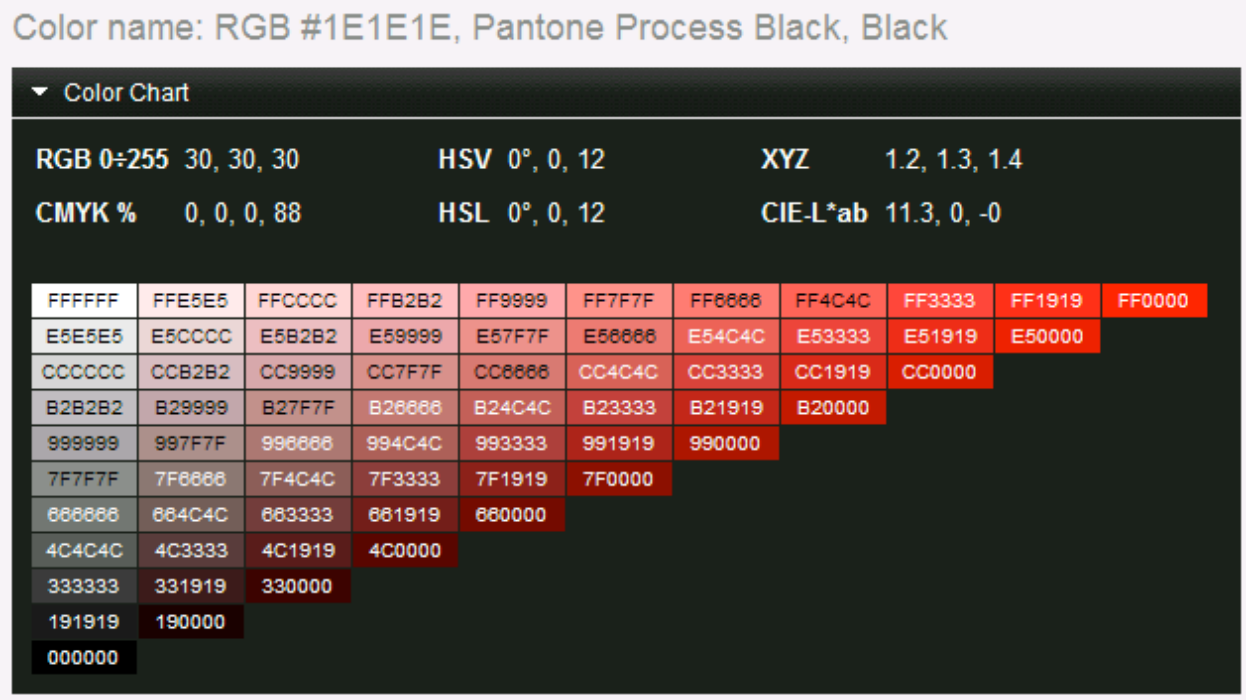
Pantone # 426 or Pantone PROCESS BLACK



"GARNER, A GREAT PLACE TO BE" LOGO

Blue Specifications:
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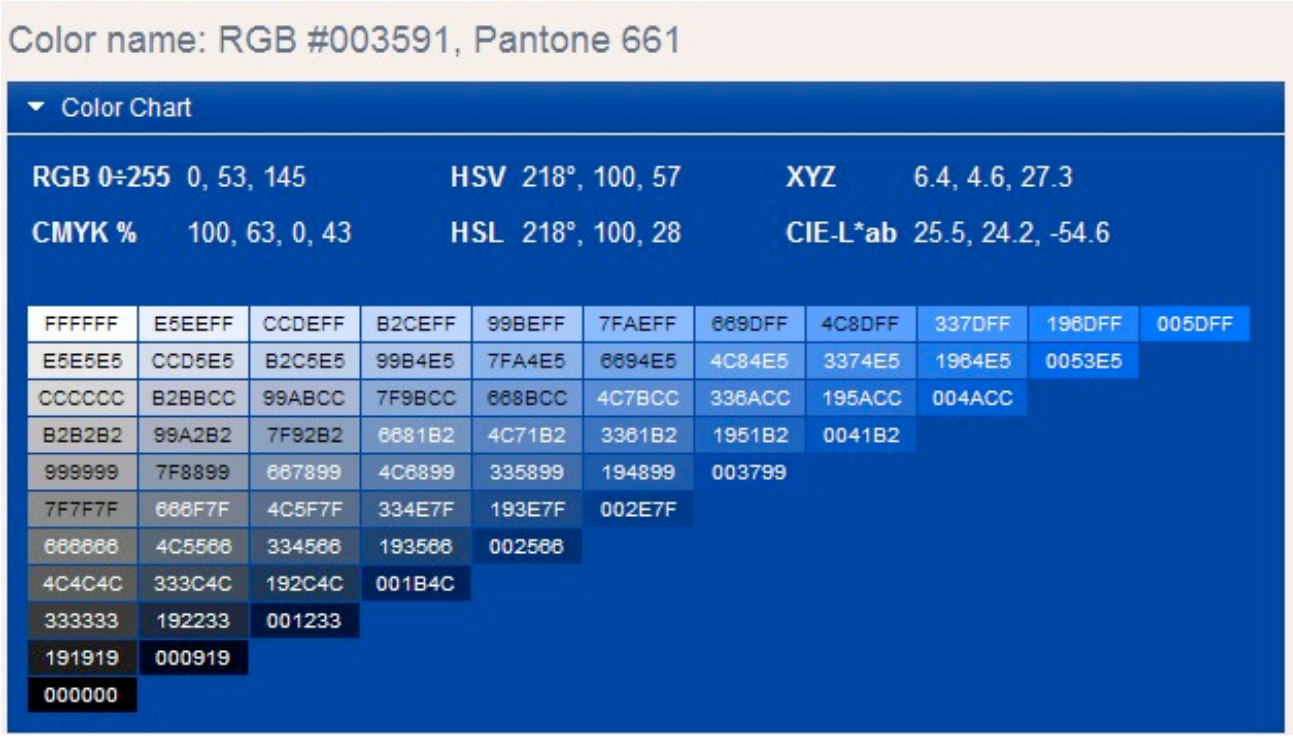
Pantone # 661 C



Gold Specifications:

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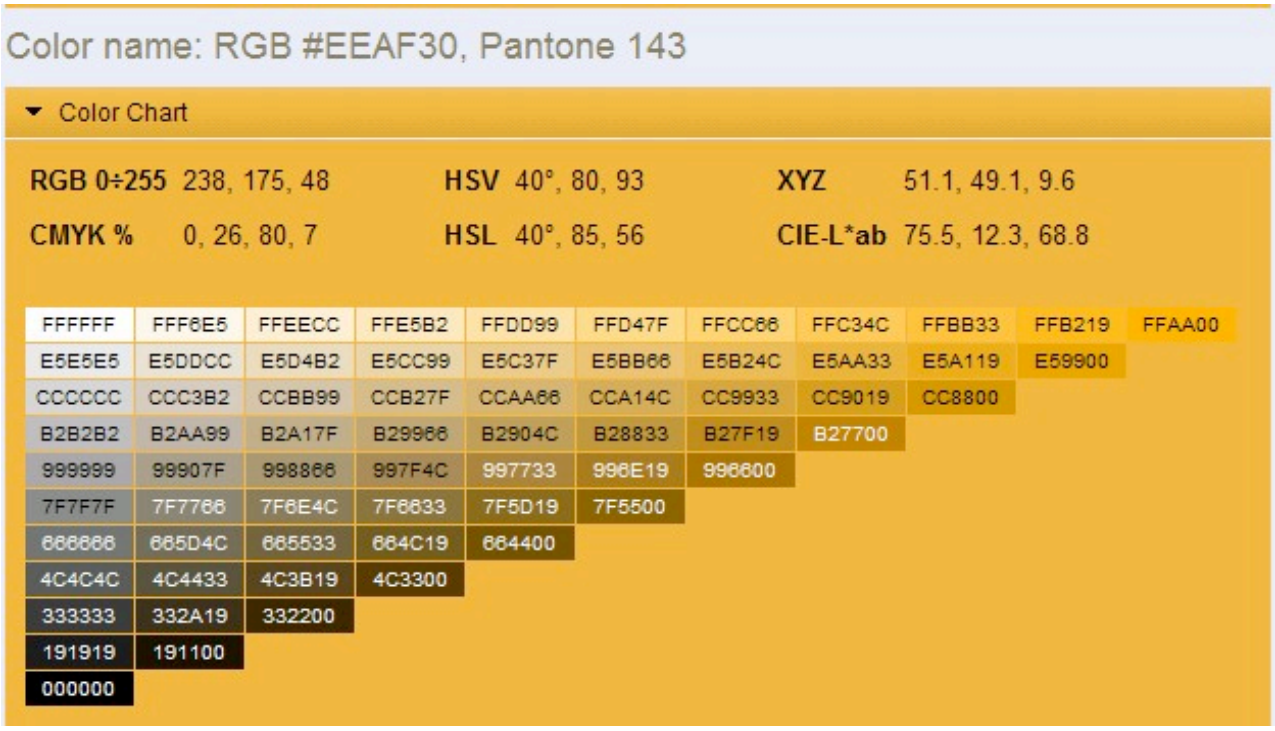
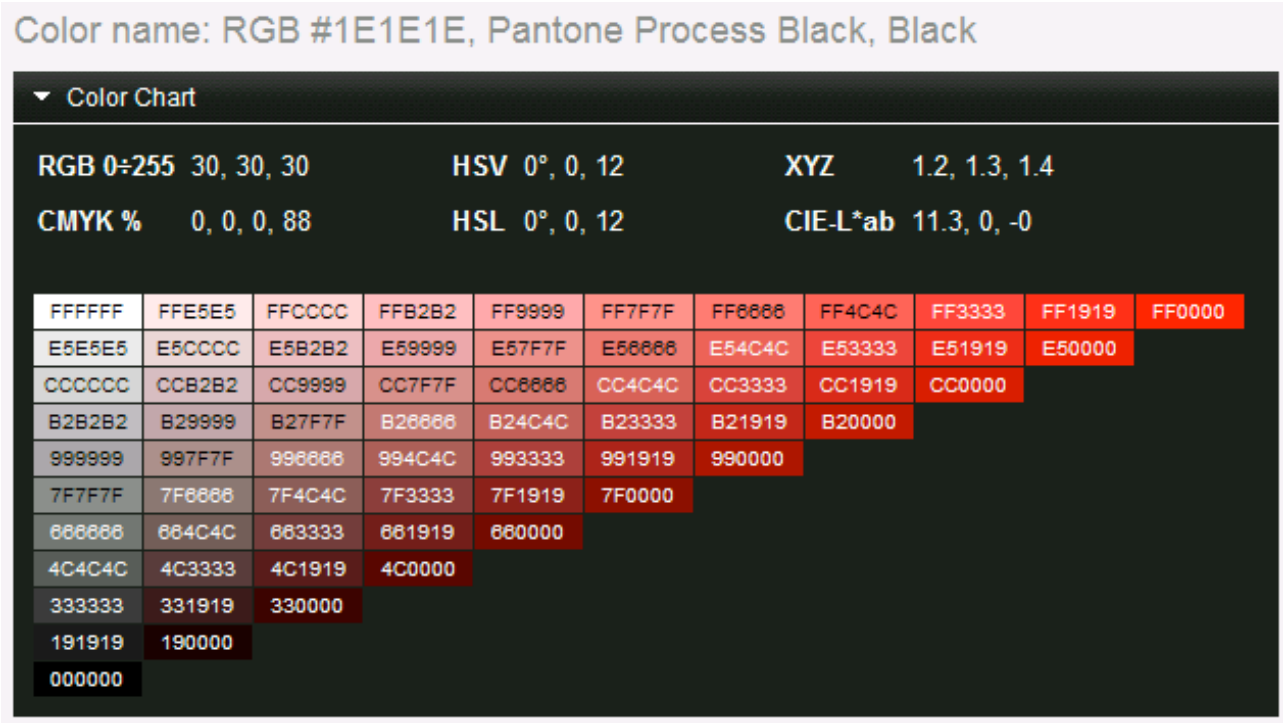


Black Specifications:

Color Name: RGB #1E1E1E > 30, 30, 30

Pantone # 426 or Pantone PROCESS BLACK



CHAPTER 9

News Release and Public Service Announcements (PSA) Guidelines and Submittal Policy

The Town of Garner

News Release and Public Service Announcements (PSA) Guidelines and Submittal Policy

I. Objective

The objective of this policy is to specify the guidelines for submitting information to the media to advertise and inform the public of newsworthy Town issues, meetings, programs, events or other pertinent information.

II. Policy: News Releases / PSAs

A news release is a free form of information distribution sent out, typically on a routine basis, to local media outlets to seek their assistance in publicizing information for the Town.

Public service announcements, which are sometimes called PSAs, are announcements made by TV and radio stations to promote an upcoming meeting, event or program. PSAs are usually announced on the radio, so a short script will need to be written that can be read in 15-20 seconds with the details of the event and a phone number and website address to contact for more information. Public service announcements should be sent two to four weeks before the event.

Any Town department that has information deemed necessary for distribution to the public, for the purpose of informing them of Town issues, meetings, notices, programs and events, should follow the guidelines of this policy to request that a news release or PSA be issued by the Town's PIO, on their behalf**. All press/news releases and PSAs distributed to the media from the Town of Garner will be done so only by the Town's Public Information Officer, or by his or her designee**. The only exception to this policy will be the Police Department, which employs its own PIO with the responsibility of information distribution from the department and the distribution of any emergency news information that may need immediate release to support the safety and well being of town citizens.

A. Guidelines for Request Submittal

Town staff should advise their department head or supervisor about information that should be made public and the need for a news release or PSA. The department head may then wish to assist with the information to be included in the release/announcement. After all pertinent

information to be included has been compiled, the department head or their designee must give their final approval before sending the request and information to the PIO for distribution. It will be the responsibility of the requesting staff member and the department head to ensure that all information to be included is accurate and appropriate for release to the public.

A draft of the release/announcement, with pertinent and detailed information, should be submitted to the PIO via e-mail for review, editing and distribution. A press release request should be received by the PIO at least **10 days** prior to the date of the program or event. A PSA request should be received by the PIO at least **4 weeks** prior to the date of the program or event. The exception to this policy will be those events and/or situations that are deemed an emergency or require immediate attention.

B. Required Information for a Town of Garner News Release

1) Name of program, meeting, event or issue to be addressed
2) Purpose of the program, meeting, event, or issue to be addressed
3) Brief description
4) Location
5) Dates (when held and/or any deadlines for registration, etc.)
6) Time
7) Cost, if applicable
8) Sponsors or contributing organizations
9) Contact name, along with contact information (job title, department, phone number, e-mail address, website address, etc.)

C. Required Information for a Town of Garner PSA

1) Who is offering/sponsoring the event, program or meeting and/or who should attend?
2) Why should someone attend the event, program or meeting?
3) What is the event, program or meeting about?
4) When will the event, program or meeting be held?
5) Where will the event, program or meeting be held?
6) How can you get more information (website, call, visit, etc.)?
7) Contact Information (name and telephone number) in case the station has a question or needs more information. If the contact information should be broadcast on the air, it should be indicated in the PSA.

After the PIO finalizes the news release/PSA for distribution, a copy will be sent to the department head or their designee for review. It is imperative that any request for changes to the release be kept to a minimum and that notice of such changes be made **immediately** to the PIO so all necessary media deadlines can be met for news release/PSA distribution.

D. News Release Distribution

The PIO maintains a media list with contact information for all agencies in the local area, including newspapers, radio stations, magazines, newsletters, publications, trade journals, reporters, editors, website managers for media agencies, individuals who request to be placed on the Town's media distribution list, special agencies or organizations (business, careers, environmental, health and wellness), etc. This distribution list is maintained and continually updated by the PIO.

Media representatives continue to suggest that their preferred method of communication for receipt of a news release is by e-mail. This allows the reporter the ability to cut and paste the content of the news release and use it in their article. With the expansion of wireless networking, a reporter may receive an e-mail when not physically sitting in their primary office. Also, the assignment editor can easily forward an e-mail to a reporter or several team members. A fax is seldom used for primary media interaction today. On occasions, media representatives are called on the telephone to discuss specific items or issues.

For several reasons, news releases are sent out to media recipients with their e-mail address listed in the "blind copy" section of the address. "Blind copy" prevents the possibility of someone sending a "reply to all," which can domino and irritate the recipients. Sending news releases by e-mail, using "blind copy," does not give media representatives the names of other media outlets receiving the same information. Therefore, they have no way of knowing if the information has been sent to rival television stations, newspapers, etc., which may result in more coverage and interest in our Town news and articles. Note: During a time of crisis, communication methods will be modified and optimized depending on availability of resources (power outages, etc.).

News Release Distribution to Others

Town news releases generally will be sent to all **Town Core Media and Town of Garner Communication Group contacts**. When applicable, the news release may also be distributed to contacts from the **Town's Expanded Media, Special Interest Group and Local Communications Group lists.** Members from each these groups are listed on the Town of Garner News and Information Distribution List **(see Appendix A-2)**.

The PIO will keep track of who receives news releases.

If for some reason, a news release should not be distributed to some particular media contacts, then the PIO should receive that information in the news release request that is first made to the PIO. Request of this nature should specify who should be omitted from distribution and why.

If a Town department has focus groups, individuals or organizations that are not a part of the Town's media distribution list, and the department would like them to receive a specific news

release, then a complete list of names and e-mail addresses must be provided to the PIO for distribution at the time the news release request is made.

Town of Garner news releases are also available on the Town's website at http://www.garnernc.gov/PressReleases.aspx

E. News Release Follow-Up

If media coverage is strongly desired for a Town announcement, special event, etc. then, the PIO may follow up the news release with a telephone call to media representatives to make sure the information has been received, since there is always the possibility that the recipient may be out sick or on vacation, left their position, forgotten about the announcement or experienced e-mail problems. For those reasons, following up with a telephone call is a must for times when we definitely want to receive media coverage. The call is to confirm that the information has been received, to ask if they need more details and to let them know we hope they can send someone to cover the Town's press conference, event, etc. The PIO will keep track of these outreach efforts.

Note: Timing is of the utmost importance in getting information to the media. But timing is also a double-edged sword in working with the media – contact them too soon and they may forget your announcement, contact them too late and they may already be scheduled to cover or run other information. At times, you may have submitted information to the media in a timely manner, but something else may take priority and deny immediate coverage. Therefore, the PIO will work to meet all media deadlines and make follow-up calls, if necessary, to work to share Town of Garner news and information through the media.

F. PSA Distribution

The PIO maintains a media list with contact information for local radio and television stations. PSAs will be sent to contacts on this list, unless the PSA requestor has requested otherwise.

If a PSA has no fixed time limit, it may be necessary to "freshen" the message by sending a new PSA every few months or weeks. If so, the script will indicate an "Air until [date]," and a new PSA should be sent after the expiration date of the old one.

Sample Script:
Contact Mary Smith, 555-1212 (please do not broadcast this phone number)

The Town of Garner will hold a FREE Health and Wellness Fair on Saturday, September 22, from 10 a.m. to 2 p.m., at the Garner Senior Center at 205 East Garner Road, Garner. The fair will feature exhibits, numerous test, local health care providers and preventive care and healthy living tips. Visit the Town's website at www.GarnerNC.gov for more information.

III. Town of Garner News Release / PSA Specifications

A. News Release Specifications

- All Town of Garner news releases will follow the Associated Press (AP) Writing Style Guide. *(See Appendix A-4)*

- Town of Garner news releases should be succinct.

- The news release draft should be typed using the Times New Roman font, regular-size 12.

- The news release title should be a catchy, short, one-line summary of the included information. A good title will grab attention; a bad headline could mean that your release is headed for the trash bin without ever being read.

- The news release should contain five main components:

  1) What: one sentence saying what your event is;
  2) Where: location of your event;
  3) When: the date and time of the event;
  4) Why: This should be short, one to two paragraphs, about why you are holding this event;
  5) Who: include the name of at least one, and possibly two, contact people with contact information for both, including office and possibly cell phone numbers. This way, the reporter can call or e-mail to ask for more details. Contacts should be readily available to reporters and must respond quickly to their request for more information.

- Town of Garner news releases should be written with the most newsworthy information first, followed by less crucial details in descending order of newsworthiness and importance. This format helps catch the attention of busy readers and allows the media to get the most crucial information first.

- It is a good idea to use quotations from key individuals to convey the human interest element of the news story or information to the media. For every quote used in the news release, the person's first and last name and their title, or how they are associated with the information, should be included in the release.

- At the end of the news release, a brief summary or an acknowledgement of groups, individuals, businesses or foundations involved in the event, providing support or sponsorship of the program should be included.

- If a photo is available and should be used, it should be directly related and a suggested caption and/or the names of individuals in the photograph included. Many times, media representatives will contact the PIO to request the photo, in a high resolution of at least 300

dpi, be sent to them in a separate email for use in printed media. Therefore, all photos submitted for use with a news release should be clear and in a high-resolution .jpg format.

B. PSA Specifications

- A PSA should be concise enough to be read aloud in thirty seconds or less. Read the PSA out loud, and note the time it takes.

- PSAs should be sent on Town of Garner letterhead.

- The PSA draft should be typed using the Times New Roman font, regular-size 12.

- PSAs must include contact information (name and office and cell numbers) in case the station has a question or needs more information.

CHAPTER 10

Posting of Information and Literature in Town Buildings and Facilities Policy

The Town of Garner

Posting of Information and Literature in Town Buildings and Facilities Policy

I. Objective

This policy was created to provide guidelines for Town of Garner departments and other Town government partners that may wish to post materials in Garner Town Hall and other Town buildings and facilities.

II. Purpose of the Policy

1) To ensure that only Town of Garner departments or other Town government partners or county agencies are allowed to post materials in Garner Town Hall and other Town buildings and facilities.

2) To ensure that informational postings are not derogatory to any individual or group.

3) To ensure that postings appropriately reflect the character and goals of the Town of Garner.

4) To ensure that materials posted are not out of date or that they do not remain posted for excessive periods of time.

III. Posting of Information & Literature in Town Buildings & Facilities Policy:

A. Who May Post Information

Posters, fliers, advertisements, announcements and informational literature may be posted only by Town of Garner departments and other Town government partners (GRA, Garner Chamber of Commerce, etc., as approved by the Public Information Officer) or county agency (Wake County Resources for Seniors, Wake County Meals on Wheels, etc., as approved by the Public Information Officer). Any materials to be posted in a Town of Garner building or facility must be approved prior to posting by the Public Information Officer, unless the information has received prior approval by the PIO during its design and production.

B. Posting Areas

Posters, fliers, advertisements, announcements and informational literature may be posted only in the lobby of Town of Garner buildings and facilities, or in the display cases that are available at some of those facilities and in Town of Garner parks. Items should be posted at, or near, a customer-service window, lobby entrance windows or doors or in designated lobby display stands.

C. Posting Removal

Expired posters/fliers will be removed by Town staff upon their expiration or when the information is no longer pertinent. Any materials posted in Town Hall or at any Town facility that have not been approved are subject to be removed.

D. Poster Criteria

Any material that is posted at Town Hall or any other Town facility will have clear evidence that the information being advertised is being sponsored or offered by the Town of Garner, or deemed as pertinent information that would be of interest to Town of Garner residents. All Town of Garner programs, services and events that are advertised should have the Town of Garner's seal or logo clearly displayed on the material. Any article posted must not be found to be in bad taste or to blatantly offensive to any individual or group, or to be any form of harassment.

CHAPTER 11

Social Media Policy and User Guidelines

The Town of Garner

Social Media Policy and User Guidelines

Federal, state and local governments are increasingly joining private sector organizations in using social media to engage with and disseminate information to the public. In an effort to provide information to, and connect with users of, social media outlets, the following policy and guidelines will be followed. The Town's social media accounts will be used to distribute information, photographs and video about Town of Garner services, functions, meetings and events to Town residents and other interested parties. At the discretion of the Public Information Officer, the social media accounts may also be used to disseminate information, photographs or videos about other matters of interest to the community.

I. Social Media Policy: General

This policy will set forth guidelines that Town employees should follow for all online communications in reference to the Town of Garner with any relevant social media technologies. The purpose of any Town of Garner social media account is to present information and matters of public interest to Town of Garner residents, businesses, visitors and other interested parties.

1) Only **one** predetermined departmental representative from each department will be trained by the Town's Public Information Officer and allowed to post information to any Town social media account. That departmental representative may create and manage a separate social media account for his/her department if the account is approved and regularly monitored by the PIO.
2) Information distributed by way of a social media account generally will be similar to information published on the Town of Garner's website or PEG channel. All information posted on Town-managed social media accounts are open for public disclosure and may be retained on file, and are under the same responsibility to meet all public record disclosure laws.
3) Information posted that represents the Town of Garner should never contain any information that could be considered to be:
   - Spam or advertising
   - Content that is clearly off topic and/or disruptive
   - Promotion of illegal activity
   - Promotions for any particular services, products or political organizations
   - Copyrighted or trademarked material
   - Personal identifying information such as home addresses, phone numbers or personal e-mail addresses

- Vulgar, offensive, derogatory or sexually explicit language, pictures or information
- Any personal attack of any kind, or offensive comments that target or disparage any group of people because of some shared characteristic
- Any information viewed as threatening, libelous or harassing are prohibited
- Above all else, any Town of Garner employee must always use good judgment on what material is posted to any social media site that represents the Town of Garner.

4) Postings on social media sites are for information distribution only, and any citizen needing a response or assistance from the Town should call or visit the appropriate department.
5) If any information submitted to a Town of Garner social media account is determined to not be in compliance with these guidelines, all information will be immediately deleted from Town site(s).
6) All post, photos and/or videos will remain on the sites as long as they are relevant unless otherwise indicated by a Town department.
7) All Town-related communication through social media outlets should remain professional in nature and should always be conducted in accordance with the Town's communication plan, practices and expectations. Town officials must not use social networking sites for political purposes, to conduct private commercial transactions or to engage in private business activities. Town officials should be mindful that inappropriate usage of social media reflects negatively on the Town and disciplinary action will be taken against any employee who misuses any Town social networking site. The Town's accounts will be used for the sharing of Town news and information and other matters deemed to be suitable and of community interest.

Garner Police Department

An exception to this policy is made for the Garner Police Department. Many times, it will be necessary for law enforcement officers to use social media sites for investigations as they try to locate people or obtain information. The Garner Police Department has separate Facebook and Twitter accounts that are used for sharing general departmental information with the public. At times, their accounts may be used for investigations; therefore, they require an exemption from this policy in order to perform their work. The Police Chief will be responsible for the security and guidelines for use of the department's Facebook and Twitter accounts. The Chief will also have the ability to grant permission to more than one officer to have the accounts' login information, with the ability to post information, using the Facebook and Twitter accounts.

II. Posts on Social Networking Sites are Considered Public Records

Like e-mail, communication via a Town-related social networking site is considered a public record under N.C.G.S. 132-1 and will be managed as such. This means that posts made by Town employees will become part of the public record.

III. Security

Due to the relative vulnerability of social media sites to security exploits, it is important to be cautious when using such sites. In order to prevent potential harm, users of social networking sites should never share the site's logon information with others. This information must be kept in a safe location and away from easy view where others might be able to gain access to login information.

The town must assume responsibility for public records and adhere to the schedule of collection for social networking Websites set by the North Carolina State Archives. The Department of Cultural Resources is able to collect most social networking content using an automatic web-harvesting tool. The Town of Garner may request that the Department of Cultural Resources collect their social networking content. The request must provide the Department of Cultural Resources with a current list of all active account domain names. No information should be deleted before archival harvesting has been completed for a particular scheduled harvest. The Town may rightfully decline to participate in the automatic harvesting performed by the Department of Cultural Resources. If the Town chooses to decline, or if the Department of Cultural Resources notifies the Town's PIO that it is unable to collect the content using the automatic harvesting capability, then the Town must manually archive the public content on its own. Guidelines for North Carolina Government Records can be found at http://www.records.ncdcr.gov.

IV. Social Media Sites Used by the Town of Garner

As of the publishing of this document, the Town has multiple accounts on Facebook and Twitter and has also established a YouTube channel. These social media have become increasingly important ways for the Town to reach the public and, to a lesser extent, the traditional media. As the social media landscape is constantly changing, the Public Information Officer will continue to assess ways to bolster the Town's social media presence. That may entail joining other social media sites in addition to the ones where the Town currently maintains accounts.

Facebook

In addition, to the Town's main Facebook page – which is administered by the Public Information Officer – other departments and Town facilities also operate their own pages. Those pages are administered only by designated personnel.

"Posts" on the Town's Facebook pages should include information, photographs and video about Town of Garner services, functions, meetings and events, or information, photographs and video about other matters of interest to the community. The Town will allow followers of the Town's Facebook pages to post comments on postings as long as they are not judged to be offensive or obscene, and as long as they do not serve to promote a for-profit activity or enterprise. Comments that contain criticism of the Town are permissible but can be removed if they single out individuals or include personal attacks.

Designated employees of PEG Media Partners are authorized to post videos they have produced for the Town on the Town's main Facebook page.

The Garner Police Department maintains its own Facebook page and sets its own guidelines in accordance with established department protocol.

Twitter

The Town has an account administered by the Public Information Officer, as does the Police Department. As with Facebook posts, "tweets" should include information, photographs and video about Town of Garner services, functions, meetings and events, or information, photographs and video about other matters of interest to the community. The Town may also "retweet" material deemed to be of interest to the public or related in some way to Garner or efforts to promote Garner locally or to audiences outside the immediate area.

The Garner Police Department maintains its own Twitter account and sets its own guidelines in accordance with established department protocol. The Town typically "retweets" material tweeted by the Police Department on its own account.

YouTube

The Town has a YouTube "channel" that is administered by the Public Information Officer. The channel includes videos about Garner produced by the Town or its PEG channel partner, East Wake Television. It may also include other videos accessible on YouTube that relate to Garner. Designated employees of PEG Media Partners are authorized to post videos it has produced for the Town.

CHAPTER 12

Requesting Ceremonial Documents (Proclamations)

The Town of Garner

Requesting Ceremonial Documents (Proclamations)

Proclamations are ceremonial documents signed by the Mayor and issued for public awareness, charitable fundraising campaigns, arts and cultural celebrations and special honors. To start the ceremonial document process, an individual or organization should submit a written request via facsimile, e-mail or U.S. mail. To ensure efficient processing of requests, the Town asks that requests be made at least 10 business days in advance of the date the document is needed. If you have questions about requesting a proclamation, please call Garner's Deputy Town Clerk at (919) 773-4456. Requests should include:

- Contact person's first and last name, address and telephone number.
- A brief summary and/or background of the event or organization.
- The name and date (s) of the day, week, month or event to be proclaimed.
- Draft text for the proclamation that states why the proclamation is being made, adding any relevant history and background. This information is needed for creation and personalization of the proclamation.
- An indication of whether the proclamation should be mailed or will be picked up and, if so, what date.
- A date when the proclamation is needed.

Guidelines for Town of Garner Proclamations:

- For retirement proclamations, the person must have been employed with their current employer for 25 years or more.
- For birthday proclamations, the person must be at least 75 years of age.
- For wedding or religious anniversary proclamations, the anniversary must be 25 years or more and must be in five-year increments.

Submit proclamation requests to:

- Town of Garner
  Attn: Deputy Town Clerk
  900 Seventh Ave.
  Garner, NC 27529
  Fax: (919) 662-8874
  Office: (919) 773-4456
  e-mail: clerk@garnernc.gov
- Or deliver to the Deputy Town Clerk in person at Town Hall, 900 Seventh Ave., Building A.

CHAPTER 13

Public Information on the Town of Garner's Website

The Town of Garner

Public Information on the Town of Garner's Website

The Town of Garner developed its first website in 1987. Since that time, the site has been redesigned several times in order to keep up with changing technology. What began as only a few pages has now grown into a site that offers the public a vast amount of information and resources.

The Town of Garner develops, maintains, hosts the files and provides security for the Town's website. The Town's Information Technology Department is responsible for the programming, security and overall management of the site. The Town's Public Information Officer works with town departments to help ensure that all site information is current, accessible and informative so users can search and find the information that they need. Each Town department works hard to maintain and provide information on the site that is useful and informative to Garner citizens, the media, potential residents, business owners and site visitors. The site offers electronic forms, publications and documents, economic development information, community information, government information, links to other resources, town news, event information, a listing of Town jobs, public notices, programs and events, parks and facility details and other information. It also includes two embedded features: 1) two video players that show recordings of Town Council meetings and other Town video productions, and 2) a "widget" that automatically updates with the latest tweets from the Town's official Twitter account.

I. Domain Name Integrity

The Town of Garner is the owner of the "garnernc.gov" domain name. Domain names are used in websites and e-mail addresses to uniquely identify computers and networks. The domain name is the core of an organization's or program's internet identity or its online brand. Managed domain names that are able to use the .gov extension are required to meet certain eligibility requirements. Domain names with the extension include .gov, -NSN.gov, and .fed.US are managed by the Government Domain Registration and Services Office under the US General Services Administration (GSA).

This Town of Garner's domain name "GarnerNC.gov" is registered through the U.S. General Services Administration (GSA). To maintain domain name integrity, eligibility is limited to qualified government organizations and programs. The strict authorization standards of the GSA, required to establish a managed domain name such as .gov, assures users that they are accessing an official government-maintained site.

To be eligible for a .gov extension, and to preserve the integrity of the .gov name space, .gov domains are limited to United States government organizations at the federal, Native Sovereign Nation, state, and local level, and U.S. territories. Registrations that qualify for a .gov domain are:

- U.S. governmental departments, programs and agencies on the federal level
- federally recognized Indian tribes (-NSN.gov domain)
- state governmental entities/programs
- municipalities represented by an elected body of officials
- counties and parishes represented by an elected body of officials
- U.S. territories

II. garnernc.gov Specifics

The Town of Garner website was redesigned in 2009 using the asp.net programming language. The site uses various databases to pull information from town departments to the appropriate areas on the site. Updates to the site are usually made on a daily basis, and the Town recommends Internet Explorer for the most effective site browsing.

III. Content Management for garnernc.gov

The Town's Information Technology Department provides each Town department with a content management system for website updates. Each department has an assigned website administrator who is responsible for updating and posting information to their department's pages on the site. Access to numerous Town of Garner public records is convenient and available via the website. Information can be found easily by using the search feature or browsing through the icon guides on each page that routes visitors to government, community and business information, Town departments, Town forms and publications, Town news and events, public notices, press releases and job openings.

Visitors to the site can easily contact the Town's PIO for any information that they are unable to locate by clicking on the "E-mail Us" listing at the top of each page. The PIO will route the message to the appropriate department employee for an answer and will follow up to see that the response has been made for each message received.

If inaccurate information is found on the Town's site, we encourage visitors to use the "E-mail Us' option to send an e-mail of the information that needs updating, or any problems that they encounter on the website. We also appreciate any comments and suggestions from site visitors on ways to improve the site and information that they would like to see available in the future.

If visitors or Town officials are unable to locate the information that they seek on the website, they are encouraged to e-mail the PIO by using the "E-mail Us" link at the top of each web page or by contacting the PIO at garnerpio@garnernc.gov or by phone at (919) 773-4418.

IV. Website Objective and Goals

A. Objective:

Provide a citizen-focused and visitor-friendly Town government website.

B. Goals:

- To improve and enhance the image of the Town of Garner.
- To help the public quickly and easily accomplish their most critical tasks online and find the information they seek.
- To describe what the Town has to offer in terms of services, programs and events.
- To keep public information available to citizens and visitors and to make the site easy to search and find the information they seek.
- To provide public information and a large number of the Town's public records to make them easily accessible to the public, in accordance to the North Carolina Public Records Law.
- To bring greater recognition and support to Town of Garner programs and services.
- To keep all website information informative, available, and current to the best of our ability.
- To communicate our successes and challenges to citizens.
- To continue to learn new technologies and innovative ways to share information with the public on the Town of Garner website.

CHAPTER 14

GTV11 Government Access Channel Guidelines and Policy

The Town of Garner

GTV11 Government Access Channel Guidelines and Policy

I. Objective

In 2009, the Town of Garner received the rights to broadcast information to the public by way of a public access channel named GTV11, on Time Warner Cable Channel 11. *(See Appendix A-5 Cable TV Fact Sheet)* In 2010, AT&T granted permission to the Town to broadcast information on their U-verse Cable Channel 99. The Town of Garner's Information Technology Department (IT), the PIO and their broadcasting partner, PEG Media Partnership, will be responsible for maintaining the equipment, documentation and relationship with Time Warner Cable and AT&T U-verse in order to continue the operation of the channels. The Finance Department will submit Form TR-PEG each year to the North Carolina Department of Revenue (NCDOR), and the PIO and/or PEG Media Partnership will provide any specific programming data and the proper documentation required with the application to register and apply for grant funding to support the channels.

The objective of this policy is to specify the appropriate use of the Town of Garner's government access channel, hereinafter called the "PEG" (public, educational and governmental) channel. The PEG channel is used to share, inform and provide useful and educational information to viewers in the community. This policy shall govern the availability and use of the Town of Garner's PEG channel (GTV11) as broadcast on Time Warner Cable Channel 11 and AT&T U-verse cable channel 99 in Garner and other portions of Wake and Johnston counties.

II. Policy: Availability of the Public, Educational and Governmental (PEG) Channel

The PEG channel (GTV11) is available to broadcast video programming and includes, but is not limited to, Town-sponsored events and programs, public notices, public meetings, municipal services, job openings, emergency information, town presentations, community information, educational videos, local school information and events, local weather and any other information deemed appropriate by the Town of Garner's PIO. The channel may also offer assistance with sharing information about a community service provider to include, but not limited to, Garner Volunteer Fire-Rescue, Inc., the Garner Revitalization Association (GRA), Garner Chamber of Commerce and others. In addition, the Town is contracting with PEG Media Partnership to record and broadcast two Town Council meetings per month. Unless an exception is made, those meetings are to be the Council's two regular monthly sessions.

Non-profit organizations may submit information to inform the public of upcoming events and programs that may be of interest to viewers in the broadcast area. Information received will be available on the PEG channel for a maximum of four weeks or until the date of the event passes. All requests for publicity will be broadcast only if deemed appropriate by the Public Information Officer.

The Town of Garner strictly prohibits the use of any program material that may contain obscene material, sexually explicit conduct, indecency, nudity or material soliciting or promoting unlawful conduct. All Town of Garner and non-profit organization programming requests should be submitted to the Public Information Officer.

The Public Information Officer will be responsible for determining if information/video requests are acceptable, meet the objectives set forth in this policy and meet the requirements of the franchising authorities that allow the Town of Garner to broadcast on the PEG channel. The Public Information Officer will also determine if the requested programming meets the guidelines required for grant funding by the North Carolina Department of Revenue. *(See Appendix A-6 Town of Garner PEG Channel Rules of Operation)*

III. Policy: Programming Content Guidelines

The programming schedule and content for the PEG channel will be the responsibility of the Public Information Officer or the Town's contracting partner, PEG Media Partnership. The Public Information Officer and other staff will work to develop ideas for original programming that complements or informs the public of Town events and programs and educates viewers about issues and/or services offered by the Town.

Videotaping for use on the PEG channel will be performed by PEG Media Partnership, the Public Information Officer, other Town staff or other outside sources approved by the PIO. Video editing will be performed by PEG Media Partnership with direction from the Public Information Officer.

Public service announcements (PSAs), videotape or programming from outside agencies must meet certain criteria (see below) to meet approval for broadcast on the Town's PEG channel.

The programming content criteria will consist only of material designed to inform, entertain and educate the public regarding:

1) The Town of Garner municipal government;
2) Agencies, departments and organizations funded in whole or in part by federal, state or local tax funds;
3) Material designed to communicate, educate, inform, or examine the social, economic and cultural history and future of the Town;

4) Current news, items and information about local events that may be of interest to viewers;

5) Material designed to respond to an immediate short-term community situation, emergency or need;

6) Information provided by community service providers and non-profit organizations that is deemed appropriate. Material must not promote a particular sect or religion but may include information about a community service offered by a faith-based organization.

IV. Policy: Responsibility for Programming

In an effort to meet required, responsible programming on the Town of Garner's PEG channel, the following guidelines will be followed:

1) In order to qualify and meet the criteria set forth by the North Carolina Department of Revenue for government access channels, provided by a cable service provider under NC G.S. 66-357 *(See Appendix A-5 N.C.G.S. 66-357),* the Town's PEG channel is responsible for eight hours of scheduled programming per day; at least 6 hours and 45 minutes of original (non-character-generated) programming per day; and no more than 15 percent broadcast of the programming content of other government agencies' PEG channels. *(See Appendix A-8 Cable PEG Certification)*

2) The Public Information Officer will retain the right to determine the programming content and schedule for the Town's PEG channel.

3) Should human error result in the broadcast of incorrect information over the PEG channel, the Town shall not be liable for the inaccuracy of the information.

4) Typically, programs broadcast on the PEG channel will be tape-delayed and may be repeated on a pre-determined basis, as appropriate.

5) When deemed appropriate, the Public Information Officer may decide to switch to the broadcast signal and programming offered on the City of Raleigh's PEG channel, the Raleigh Television Network (RTN), to show programming that may be of interest to Garner citizens. Programming may include, but is not limited to, Wake County Board of Education meetings, meetings of the Wake County Commissioners, etc.

V. Policy: Requests to Air Programming from Outside Agencies or Town Service Providers

It will be the responsibility of the Town's Public Information Officer to receive requests for programming from outside agencies and Town service providers and to communicate the criteria and video requirements needed to submit items for programming on GTV11.

Town staff are unable, and will not be required to participate in, the actual videotaping of events, meetings, programs, etc. from those requests received from outside sources and agencies to develop programming. The Public Information Officer will need to coordinate and determine if such requests can be met and if the requestor will provide videotape to PEG Media Partnership for editing, or if there are any Town departmental staff who may be involved or have an interest in the programming and are available to assist with videotaping.

Requests for programming from outside agencies or Town service providers should be made in writing to the Public Information Officer a minimum of four (4) weeks prior to the date that the requested programming should air.

The following guidelines will be used to determine the suitability of a submitted request:

A. Content Review Prior to Broadcast

The PIO will review all programming submitted for broadcast on Garner's PEG channel to assure that it adheres to the guidelines set forth in this document (see section III of this chapter). Appeals regarding the decisions of the PIO shall be submitted to the Town of Garner Economic Development Director, 900 Seventh Ave., Garner, NC 27529.

B. Production Quality Requirements

Programming shall be limited to available broadcast space. Programming produced by eligible submitters and provided to the Public Information Officer for broadcast must conform to the following requirements to ensure compatibility and to safeguard equipment:

1) All programming must be submitted in the proper format for use on the channel. *(see Appendix A-9 Format for PEG Channel Submittals from Outside Agencies)*
2) Do not submit compressed files such as those used on the web or on an authorized DVD.
3) Videos must have a reasonable picture quality and audible sound. The Public Information Officer reserves the right to reject any media that has subpar audio or does not have reasonable picture quality.

VI. Policy: Programming Restrictions

The following restrictions will be placed on any material submitted for broadcast on Garner's PEG channel (GTV11):

A. Obscene and Indecent Material

No program, production or presentation shall be permitted to be transmitted on Garner's PEG channel that involves any "obscene," "offensive" or "indecent" material, defined as follows:

1) Any material in a program and/or presentation that could subject the supplier thereof, the Town of Garner and cable providers to prosecution or penalty under local, state or federal law for the presentation of obscene or indecent material.

2) "Obscene programming" is programming or programming content that meets the following criteria: has no artistic, social or educational merit, appeals to prurient interests or is definable as obscene according to contemporary community standards.

3) "Offensive programming" is programming or programming content that is designed to cause anger, annoyance, harm, anxiety, aggression, resentment or hostility; defamatory material or material intended as a personal attack on an individual or organization.

4) "Indecent material" is programming or programming content that contains in whole or in part, subject matter, pictures or words or any other material that describes or depicts sexual or excretory activities or organs in a patently offensive manner as measured by contemporary community standards. Material on the channel shall be appropriate for all ages.

B. Political and Religious Purposes

The PEG channel is not a medium to be used by elected or appointed federal, state or local officials, or by anyone else for political or personal use. Discussion of partisan and/or political issues not adhering to equal time guidelines shall not be broadcast on the PEG channel. The channel is not to be used for any political campaigning.

In addition, the PEG channel is not a medium to be used to promote a particular sect or religion, although a community service provided by a faith-based group may be promoted or publicized on the channel. The Public Information Officer will decide whether material adheres to this policy.

C. Sponsorship and Acknowledgement

Sponsorship (financial assistance) for any Town of Garner program or event by a business, individual or non-profit organization may be acknowledged on the Garner PEG channel, utilizing the following guidelines, which allow limited identification of sponsors without creating an advertising or promotional effect:

1) Sponsor credits may appear one time during the entirety of the program.
2) Sponsors may be identified by name and location; however, no call to action to patronize the business will be permitted.
3) On-screen talent and/or a voiceover may accompany a graphic acknowledging the business for no more than 10 seconds, during which the sponsor is identified and thanked for helping to support the program.
4) Sponsors must complete a GTV11 Underwriting Credit Agreement. *(See Appendix A-10 GTV11 Underwriting Credit Agreement)*

D. Copyright Infringement

The Town of Garner will not transmit any programming that infringes the copyright of another person or organization.

1) Content containing copyrighted materials shall not be broadcast without proper copyright authorization.

2) Any outside agency or Town service provider that provides videotape for programming for the PEG channel shall be responsible for obtaining all necessary copyright clearance with respect to such production or programming and shall hold the Town harmless in any instance of copyright infringement.

3) The use of original artwork, music or designs on the Town's PEG channel must be supported with a signed art release form. *(See Appendix A-11 Art Release Form)*

4) If an image, photograph or video of an individual appears on the PEG channel, then a permission slip should be signed to give permission for its use, if at all possible. Particular attention to this form should be given in the event that the individual is a minor, in which case, parental approval is needed and a parent or guardian should complete and sign the permission slip form. *(See Appendix A-12, Media Permission Slip)*

   Note: It will not be necessary to obtain permission from individuals who may be included in any images or videotape taken in a public place, such as a public park or community event.

5) When deemed appropriate by the Town Manager, credit may be cited on the PEG channel when special assistance has been provided by a commercial or charitable enterprise.

6) PEG channel programs shall not be sold or commercially distributed without the express permission and authorization of the Town of Garner Town Council.

7) All programming produced using PEG channel equipment and/or personnel and/or agents of the Town of Garner performing at the specific request of the Town shall be the property of the Town of Garner. All programming will be used only as administratively deemed appropriate. Any request to use any content produced for the Garner PEG channel by Town employees or any agent performing work for the Town of Garner is prohibited without the express written consent of the Town of Garner (e.g. submission in award competitions).

VII. Legal Permissions

Eligible program and/or public service announcement submitters should secure all rights, licenses, permissions and consents necessary for use of their productions. Neither the Town of Garner, nor the cable providers will assume a role of legal adviser in these matters.

CHAPTER 15

Policy for Releasing Town Information to the Media

The Town of Garner

Policy for Releasing Town Information to the Media

I. Objective

This policy was designed to keep department heads and the Town Manager's Office informed about statements made to the press and to ensure that appropriate and necessary information is made available to citizens through the media.

II. Department Spokesperson

1) Each department head will be the spokesperson for his/her own department and will designate a backup spokesperson for times when they are unavailable or need assistance.

2) Each department head is responsible for providing the PIO with the name of the backup spokesperson in his/her department.

3) All departments will provide the PIO with after-hours contact number for both the Department Head and their designees.

4) The Garner Police Department assigns a sergeant to act as the department's PIO. Contact information for the Police Department's PIO, backup PIO, Chief and Deputy Chief shall be provided to the Town's PIO.

Garner Police Department

The Garner Police Department's PIO is the media spokesperson for the department. The department follows established department protocol; therefore, they are exempt from this policy.

III. Responsibilities of the Spokesperson

1) When any Town employee is contacted by a media representative or reporter, he/she should immediately contact the department head, or in their absence, the backup spokesperson, to meet, answer questions or provide an interview to any media representative or reporter that may contact the department.

2) When the department spokesperson, or backup spokesperson, is contacted by the media, they should provide answers as accurately and as quickly as possible. In the event that a department

head believes another department employee would be best suited to speak to the media about their topic of interest, the department spokesperson should alert that person that they will be contacted by the media *before* the media contacts them, so that person can prepare the appropriate response or seek assistance with their responses from the department head or PIO.

The PIO is available to assist all department heads, Town staff or elected official with any requests for information, media inquiries, or interview assistance that they may encounter.

3) The department spokesperson should immediately inform the PIO of any newsworthy communication between any Town employee and the media.

4) Department heads should provide a copy of any departmental information that has been distributed to the media to the PIO immediately.

5) Mobile phone, texting or e-mails are good tools in a time crunch or crisis to fulfill these requirements.

IV. Responsibilities of the Public Information Officer

1) The PIO will contact the appropriate department spokesperson when contacted by a media representative or reporter about any request for departmental information, interview request or other information that can be handled at the departmental level. If the department spokesperson is unavailable, the backup spokesperson will be contacted.

2) Whenever possible, the PIO will contact the department spokesperson *before* the reporter, so the spokesperson can prepare a statement to release to the press or so they can prepare the appropriate responses to media questions.

3) The PIO will consult with the department head concerning news releases and announcements, or any request for information about his/her department, before issuing news about the department. A copy of any release or announcement sent to the media about the department will be provided to the department head.

4) All newspaper, radio, television advertisements, public service announcements, news releases, etc., should be sent to the PIO for review and distribution to the Town's media contacts, and **not distributed by individual departments**.

5) The PIO is available to work with all departments in the distribution of Town news. The PIO is available to assist any Town employee or elected official with the arrangement of print, radio and television interviews and appearances as needed and as is deemed appropriate by the PIO.

V. Responsibility of Town Employees

1) Any employee contacted by a media representative or reporter about Town business should direct them to the department spokesperson or to the PIO.

2) If a department has a prepared news release for the media, it should always be given to the PIO for distribution.

3) If a department would like to publicize an event, service, program, etc., the PIO should be contacted to discuss the means of distribution (print media, broadcast media, Town website, Town newsletter, e-mail blasts, social media, PEG channel, etc.). Scheduling of interviews on television or radio should be done through the PIO, if at all possible. **The PIO should always be notified of any interviews with the media. Whenever possible, this notification shall take place in advance of the interview.**

4) The PIO should take the lead in organizing news conferences intended to disseminate information about the Town. The PIO is available to assist any Town spokesperson or elected official with Town news conferences as needed and as is deemed appropriate by the PIO. The PIO will speak on behalf of the Town, if other representatives are unavailable.

VI. Request for Town Employee Information (personal/business)

1) Any media representative/reporter or anyone seeking access to a Town employee's personal information must be referred to the Human Resources Department in accordance with the Town's policy on the confidentiality of personnel records. (This includes any request for personal information such as home address, home telephone number, etc.)

2) Some Town personnel records are considered public record, including current salary information, salary history, promotion and discipline information, etc. This information will be released only by the Human Resources Department.

VII. Information to be Released: Public Information

1) Information that is public knowledge will be released upon request. (Examples are: Town of Garner Ordinances and minutes from open meetings)

2) When a request for public information is received by a Town department that requires researching or compiling, the department spokesperson should contact the requesting party to advise them on the amount of time needed to gather the requested information. At that time, the department spokesperson should try to seek details regarding the request to determine what specific information is needed and in what format it should to be (paper, CD), and how they would like to receive it (e-mail, pickup). This will clear up any misunderstanding that could arise concerning the amount of time needed to process the request for information.

3) Town employees should never hesitate to seek assistance from the Town Clerk if they have any questions or concerns about request for information or the release of any Town records.

4) Town employees will not release any debatable public records until they have received authorization from one of the following: the Town Clerk, PIO, Assistant Town Manager, Town Manager or Town Attorney. "Debatable" in this instance refers to records that are debatably public records or not. It also references potentially confidential public records.

VIII. Information to be Released: Public Records

1) All requests for public records should be received or forwarded to the Town Clerk. The Town Clerk's Office will promptly send information requested in a timely manner to the recipient.

2) The Town Clerk will seek the guidance of the Town Attorney when a request is received and assistance is needed to determine if the requested information can be released.

IX. Information that Cannot be Released

1) Personal information (age, home address, home or personal mobile telephone numbers, etc.) for Town employees should never be released.

2) Information about pending court cases or administrative actions, personnel matters, real-estate negotiations by the Town or economic development matters covered by nondisclosure agreements.

3) Predictions or comments about a pending decision.

4) Statements of opinion or conjecture.

****Spokespersons should plan carefully before releasing information of major importance; consultation with the PIO is advisable.****

X. Acting PIO

In certain circumstances, the Town's PIO may be unavailable. Particularly in crisis or time-sensitive situations, an acting PIO will substitute until the PIO is available. The acting PIO, as designated by the Town Manager, will be one of the following persons: the Economic Development Director, Assistant Town Manager, Police Department PIO or Town Manager.

CHAPTER 16

Media Request for an Interview with a Town Employee and/or Holding a News Conference

The Town of Garner

Media Request for an Interview with a Town Employee and/or Holding a News Conference Guidelines

I. Purpose

The purpose of the policy articulated in this chapter is to provide Town employees with guidelines for interacting with news media, and coordinating media interaction with the Town's PIO. In situations where a news conference may be needed to distribute information to the public, guidelines are set forth to help make the release of information is successful and well organized.

II. Scope

This policy applies to all employees and departments of the Town of Garner. The Police Department is exempt from this policy, due to the department having its own policies and procedures for release of information to the media pertaining to emergencies, crisis situations and criminal investigations.

III. Policy Overview

It shall be the policy of the Town of Garner to maintain and promote open avenues of communication between the Town and the news media. If a member of the media asks for an interview with a Town employee, the Town will always try to meet their request. The Town will seek to arrange an interview with the appropriate person who is most knowledgeable and best suited to share the information the media seek. This way, the Town will be able to provide accurate, informed, timely and relevant information. The PIO and other Town staff are expected to be responsive to all media inquiries and requests for interviews and information.

IV. General Policy for Media Interviews

1) If a Town staff member is contacted by the media for an interview, they should notify their department head immediately before communicating with members of the media. Staff members and department heads should discuss only areas or programs for which they are responsible or have specific expertise.
2) Town department heads should notify the PIO when a member of the media has contacted their department about a specific interview or information. In an interview situation, a

department head should try to contact the PIO before speaking with a member of the media. If the situation does not allow the department head the opportunity to first contact the PIO, a follow-up call or e-mail should be sent as an update to the interview. The station identification, reporter's name, contact information (e-mail address and office and mobile phone numbers) and subject matter should be included. A synopsis of the employee's remarks should also be included in the message.

3) If a reporter contacts an employee for specific fact verification and the reporter has already interviewed the employee in regards to a story, it is not necessary to contact the PIO before speaking with the reporter. If an employee has not previously had contact with the reporter and is contacted for fact verification, the employee should seek assistance from the PIO, after first contacting their immediate supervisor or department head. The department head is the key contact for each department and is responsible for the information disseminated by their key employees. No employee should speak with the media without prior reporting media request to their supervisor or department head.

4) When a department head has given permission for an employee to be interviewed by the media, and during the interview the employee does not know an answer to a reporter's question, it is appropriate to answer, "I do not know, but I will get back to you with that information." The employee should always follow up with the reporter in a timely manner and provide that information, taking into account the reporter's deadline. Be diligent and timely in your follow through.

5) To avoid conflicting messages or confusion, department heads should always contact the PIO before they or someone from their department has spoken with the media.

6) When communicating with the media, Town staff should be mindful that they are perceived to be acting on behalf of the Town. All employees should behave professionally and courteously and should avoid editorializing.

7) Town staff is required to be responsive to the media in a timely fashion. When a member of the media contacts a town employee, it is expected that the employee notify his/her department head and then respond to the reporter as soon as reasonably possible. Town employees who may not feel comfortable discussing an issue may choose not to comment on the issue but are obligated to explain that their choice not to comment is not a reflection of department policy or Town policy to avoid communicating with the media. Should such a situation arise, the staff member should contact the PIO as soon as possible.

8) In any interview situation, a staff member or department head may decide to refer a member of the media to the PIO. This is completely acceptable. It is also OK to request that the PIO, your departmental spokesperson or other Town staff member sit with you during your conversation with media representatives.

V. Guidelines for Holding a News Conference

A news conference provides an opportunity to release information to the public through the media (both traditional and non-traditional). The PIO will be responsible for coordinating the setup of Town news conferences, with the exception of press conferences held by the Police Department. In order to be successful, news conferences must be well organized and should present timely, newsworthy information. The following guidelines will help make a Town news conference successful and helps inform Town staff of items that must be considered by the PIO when there is a need for a news conference and their assistance may be needed.

1) News/Information – Hold a news conference when you need to provide new and/or updated information to the media in a timely manner or when several requests for information have been received by various news organizations.
2) Location – The location should be easy for the media to access. Take into consideration the backdrop for television cameras and what will be seen behind the person speaking. (Suitable locations may include the front of the Town Hall complex, the lobby of building B, the lobby of Garner Performing Arts Center, White Deer Park Nature Center and Garner Senior Center).
3) Space – Consider the floor space needed for the speaker(s), podium, media and their equipment.
4) Weather – If outside, consider potential weather concerns and have an alternate location available.
5) Distractions – Always consider the possibility of distractions or issues that may cause problems during the news conference (excessive foot traffic, blocking entryways, noise, safety concerns, etc.).
6) Timing – Timing is very important for news conferences. There should be no other major events scheduled at the time of the news conference. The best days of the week for coverage are Tuesday through Thursday. News conferences work best in the mornings and early afternoons so that reporters can meet their deadlines.
7) Inviting an audience – To attract an audience for the news conference, it will be necessary to e-mail a media advisory and/or details about the event a few days before, is possible, to television, radio and print reporters. A follow-up phone call should be made to encourage attendance. In addition, remember to invite members of the audience who reflect the news or information being presented. For example, if the Town is announcing the opening of a new children's park and playground, then remember to have children present and ask supporters of the project to attend to show their support and be available for comment.

8) Inviting policymakers – If you want to invite local policymakers to attend or speak at the news conference, then an invitation should be sent as early as possible and follow up with a phone call.

9) Set-up – The set-up for a news conference should include a lectern and a microphone for the speakers to use when delivering their comments. Depending on your venue, you can provide chairs for the audience or they can stand. If the press conference is indoors, space should be available for television cameras at the back of the room or somewhere in the room that allows a direct line of sight for speakers to be captured on camera. Some camera operators will need to set up a microphone on the lectern, before the event begins, to be able to gain clear audio of the speaker(s).

10) Sign-in – A table should be set up where the media is welcomed and where a sign-in sheet is available to record their name, affiliation and contact information. This sheet will help track which media outlets are attending the event.

11) Visuals – Consider the visual impact of an event, especially for television cameras, and display a Town of Garner banner behind the speaker(s) or the Town seal or logo on the front of the lectern.

12) Press kit – A press kit can be made available to hand out to media at the news conference that includes fact sheets, a press release, maps, photographs and other background material on the issue or news.

13) Media – Expect television crews to arrive up to half an hour early for a news conference to get their equipment set up. In addition, it may be necessary to find a quiet space where outlets can interview individuals separately at the conclusion of the event.

14) Program – The PIO or Town spokesperson should serve as the moderator for the press conference and will introduce the speakers and facilitate Q&A with reporters.

15) Speakers – Careful thought should be given to whom should speak and how many speakers are appropriate. Each speaker should have a specific topic to cover—and should have prepared talking points before the event. Other people can be present to answer questions after the news conference.

16) Agenda – The news conference should always begin on time. The moderator should introduce the speakers, ~~and~~ then each speaker should ideally talk for no more than five minutes. The moderator should then facilitate a short Q&A session with reporters.

17) Practice – If possible, a “dress rehearsal” before the news conference should be held to make sure the speakers are ready for the event.

CHAPTER 17

Crisis Communication Plan

The Town of Garner

Crisis Communication Plan

I. Objective

The Crisis Communication Plan is different from the regular Town Communication Plan, which is intended to inform the public of Town events, programs and services. The Crisis Communication Plan is designed to handle emergencies and those situations that threaten the integrity or reputation of the Town of Garner. Situations considered to be a crisis can include any kind of legal dispute, theft, accident, fire, flood, manmade disaster or unexpected event that could be attributed to or affect the Town. A crisis situation may occur when the media or general public believes that the Town did not react to a given situation in an appropriate manner. The public will turn to the media and the government for information, instructions and reassurance. By providing critical information to the public in a timely manner, the Town can maintain public safety and public confidence in all response efforts.

II. Handling a Crisis and Choosing a Spokesperson

1) The Town Manager, or his designee, and PIO will immediately meet to discuss all information available about the crisis. The Town Manager will notify Town elected officials as quickly as possible. The Town Manager may choose to contact the Town Attorney to share the known facts of the situation and to determine if any litigation is possible that would require his assistance. The Town Manager and PIO will work together to determine the facts and who is the appropriate person to speak on behalf of the Town. The spokesperson will represent the Town and make all official statements and answer media questions throughout the crisis.

2) A back-up to the designated spokesperson should also be identified to fill the position in the event that the primary spokesperson is unavailable.

3) In situations that result in a legal dispute or litigation, the Town Attorney will act as the Town spokesperson and will respond to all media request and inquiries.

4) Each department head, and their backup spokesperson, is responsible for alerting their staff to the crisis situation and reminding them that they are to refer all inquiries or request for information to the appropriate Town spokesperson.

5) If handled correctly, damage to the Town's integrity and reputation can be minimized. It is important to always respond to a crisis situation as quickly as possible, stating all of the facts

that can be shared and are known to be truthful. These measures will help minimize that crisis and ~~to~~ prove the Town's desire to assist in any investigation needed, request for public records or media inquiries.

6) The PIO will keep an accurate record of all media contacts and requests for interviews or information, along with the given response. The Town Clerk will keep an accurate record of all requests for public records. Both will consult with the Town Manager or Assistant Town Manager if there are any questions related to the release of information. The Town Attorney may also be consulted to determine the release of information.

III. Criteria for the Spokesperson and Backup Spokesperson

1) Comfortable in front of a TV camera and with reporters (print and broadcast).

2) Preferably, skilled in handling media, skilled in identifying key points, able to speak without using jargon, respectful of the role of the reporter.

3) Knowledgeable about the Town and the crisis at hand.

4) Able to establish credibility with the media, able to project confidence to the audience, good diction, good appearance and charisma, sincere, straightforward and believable.

5) Accessible to the media and to the PIO who will facilitate media interviews.

6) Able to remain calm in stressful situations.

7) Clearly understands the Town's mission and goals.

IV. Crisis Communication Team

1) The Crisis Communication Team consists of the Town Manager, Assistant Town Manager, PIO, Economic Development Director, Town Clerk and Town Attorney. Based on the situation, the Chief of Police, or any Town employee or elected official, may be asked to join the team if they are a key individual to the situation or if their assistance is needed. In some cases, the department head of the employee/department involved in the situation may be asked to join the team. If there is anyone else involved who could share the facts and/or be able to shed some light on the situation such as eyewitnesses, they may be asked to meet with the team to share information.

2) Since crisis situations do not always happen at the most convenient time and place, a complete roster of all Communication Team members will be kept by the Town Manager, PIO and Town Clerk so they can be easily contacted. The PIO will update the roster with any changes in contact information. However, it is imperative that all team members inform the PIO of any

changes in their information. Contact information for each team member will include home telephone numbers, work telephone numbers, cell phone numbers, alternate phone numbers, work and home addresses. The PIO will also keep a list of all media contacts, representatives and reporters so that they may be contacted, if needed.

3) In addition to the designated spokesperson and backup, it can be anticipated that other parties involved in the crisis (e.g. police, fire department, county officials, etc.) will also have a spokesperson. The PIO will obtain the identity of that/those individual(s) as early as possible so all statements and contacts with the media can be coordinated between that/those individual(s) and their organization/interest(s) as part of a joint information system/joint information command. Contact information for that/those individual(s) will be shared and available to the Crisis Communication Team.

V. Positioning

1) The Communication Team will decide on a position for the crisis. It is important to step out of your role in your job with the Town and put yourself in the situation of whomever was involved in the crisis or try to view the crisis from the eye of the public. Ignoring the situation will only make things worse. Examples of categories to consider for positioning are: human error, clerical error, unauthorized procedures, inadequate supervision, misuse of confidential information, errors of judgment, inadequate standard operating procedures. As you are considering the position it is important to consider the wide range of consequences (e.g., legal, financial, public relations, effects on administration, effects on operations).

2) Once positioning has been established, a statement or update on the situation, by way of a news conference, should be planned and carried out as soon as possible. Keep in mind that people tend to remember what they hear first and last. Facts must be shared and information provided on what has happened, what steps or action is taking place to deal with the crisis, what action will be taken to remedy the situation for the best possible outcome, when will more information be given or when the next news conference held. Do not make assumptions or speak about information that has not been thoroughly verified.

VI. Preparing a Statement

1) If you don't communicate immediately, you lose your greatest opportunity to control events. After a crisis situation has taken place, a statement or news release should be prepared and distributed as soon as possible. Even if there is limited information available that can be shared, the news release should include at a minimum: the who, what, when and where of the situation. Always prepare a statement that can be used to make an initial general response to the media when knowledge about the crisis first becomes known on a widespread basis or by reporters.

2) State only the facts that have been gathered from reliable sources and confirmed. Don't overreach and don't speculate. If you do nothing more than show concern for the public and/or for your employees in your first press interaction, you are already on the right track. Always express concern and work to generate goodwill to secure the loyalty of Town residents and employees by taking the initiative to share information with them. If employees and Town residents don't feel like insiders, they are going to act like outsiders.

3) As the crisis progresses and new information and facts become available, it is also advisable to develop periodic prepared statements to be made by the Town spokesperson at the onset of any media interview, briefing or news conference.

4) The Town spokesperson should have the prepared statements available to read over the telephone to reporters who call to request information but are not represented at news conferences or briefings. The statement should also be made available to the media by FAX, e-mail and posting on the Town's website.

VII. Collateral Materials

1) Information brochures, fact sheets or other suitable documents about the Town, department, company or the area in which the crisis has occurred should be made available for the media. This helps to inform the reporters, or anyone else seeking information, about the area/place where the crisis occurred.

2) In some cases it might be necessary to explain in-house procedures or other pertinent information. If we explain how in-house procedure works and point out where a breakdown occurred, there is less chance of a reporter interpreting the situation erroneously.

3) The core elements of crisis communication include messages, audience, staffing, working with the media and working with other agencies. A variety of messages may be required for effective communication. In emergency and disaster situations, core information such as shelter locations and survival tips can be prepared in advance. Some of this information is maintained by Wake County Emergency Management. This can greatly reduce the response time of providing the public with crisis information.

4) Relaying the information can and will go out through multiple methods. E-mail, fax, websites, social media, a recording on the main switchboard number and interviews are a few of the ways to inform the public through the media. An address- or neighborhood-specific reverse 911 message may also be recorded and used to notify Town residents in case of emergencies or disaster relief notification. (The Garner Police Department is the point of contact for such a message.)

5) Always do what you can to make a complicated issue as simple as you can for reporters. If the crisis was caused by a piece of equipment, consider bringing in a similar piece of equipment to show reporters. At the very least, provide a schematic or drawing. If possible, always give media a visual to keep them from speculating or trying to find it on their own.

VIII. Developing a Contact Log

1) A contact log should be established to record all telephone calls from the media or other parties inquiring about the crisis. This will help to ensure that callbacks or requests for information are not overlooked. It will also assist in the post-crisis analysis.

2) The contact log should contain the following information: date, name of caller, affiliation/organization represented by called, questions(s) asked, office and mobile telephone number, e-mail address, person responsible for response and, if necessary, what additional follow-up is needed.

IX. Holding a News Conference

1) Select a place to be used for the news conference. It should be some distance away from the offices of the crisis communication team, emergency operations center, and in the case of a disaster, away from the disaster site, to ensure that media are not in the middle of the action. If there is a visual (a fire or rescue operation) the media center should be in an area close enough to allow them to see what is going on but far enough away that they will not in immediate danger or will interfere in the rescue effort. It is also important to locate the news conference in an area that can handle vehicular traffic easily and is not impacted by fumes or other potential negative airborne impacts of the crisis. If the crisis involves a disaster, the Town PIO will consult with the Police Department PIO to determine the location of the news conference and to coordinate placement of media vehicles and equipment.

2) It is important to remember that the media are a useful tool to get the word out to the public and to keep them informed of any danger in the area, road closures, etc. Work with them, and they will work to help you share your message to the public. If you are unwilling to assist the media with getting their story when a crisis situation arises, then they may respond by not showing up to future news conferences, write community interest articles or publicize positive Town news and events. You do not want to lose their confidence or appear to be hiding something.

3) The location for interviews and news briefings will be decided by the Crisis Communication Team.

4) Determine what, if any, equipment is needed for the news conference including lectern,

microphone, video player, overhead equipment, etc. Allow the main spokesperson and other speakers to become familiar with the equipment.

5) Don't change the rules that you already have established for the media. If the media are currently required to be escorted, then during a crisis they should be required to be escorted. If they are not required to be escorted now, then don't require them to be in a crisis. **If there are special circumstances that would require them to be escorted such as a safety hazard, they should be advised of this up front.** Any change in the way the media are dealt with during a crisis may change the views of the reporters. It is important that they feel that you aren't trying to hide anything.

6) Reporters may ask to speak to staff who were involved with, or have been affected by, the crisis. Reporters have the right to interview anyone they want to; however, the Town will restrict interviews to the primary spokesperson or back-up spokesperson. Controlling the interview process is key to managing the crisis.

7) All media should be treated equally. What is given to one (fact sheets, access to an area affected by the crisis, etc.) should be available to all media.

X. Assessing the Public's Response

1) Media outlets will be monitored by the PIO and Town staff to confirm that appropriate information and the correct messages are getting out to the public. Monitoring should also take place for rumor control and misinformation. Staff can assist the PIO by monitoring information that is being reported on television stations, radio stations, websites, etc., and providing any errors or questionable information found to the PIO, who can then communicate with the media to correct the information, reiterate the facts, etc.

2) If the PIO is too involved in details regarding the crisis, another Town staff member shall be assigned as the primary monitor of media information, to include television and Internet.

XI. Post-Crisis Analysis

1) The Crisis Communication Team will meet to discuss the way the crisis situation was handled and discuss what was learned from experience.

2) The Crisis Communication Team should discuss the strengths and positive elements of how the crisis was handled; these can be drawn upon in the future.

3) The Crisis Communication Team should discuss those areas that need improvement and the negative aspects where improvement could be made, whether it be in relation to procedures, organizational changes or other matters.

4) The Crisis Communication Team should discuss the issues and themes requiring debate and clarification. A written after-action report should be compiled by the team.

5) If Wake County Emergency Management conducts a post-event debriefing, a representative of the Town's Crisis Communication Team should attend and participate.

CHAPTER 18

Crisis Communication Plan
Quick Reference

The Town of Garner

Crisis Communication Plan Quick Reference

Assessment:

- What are the known certainties about the crisis situation?
- What about the crisis situation appears true but cannot yet be verified?
- What is the worst possible outcome of this crisis?
- Who will be hurt by this crisis?
- Who might be blamed for this crisis?
- What could be misunderstood?
- What can be done to help?
- What cannot be said because of confidentiality, privacy or other reasons?
- What impact does this crisis have on Garner's image and reputation?

Preparation

- Act quickly.
- Inform Town Manager, Assistant Town Manager and PIO.
- Inform Town employees to direct all media calls and visits to the PIO.
- Gather accurate information and facts about the situation.
- Determine a spokesperson.
- Time code all information as it arrives.
- Verify all facts and the nature and scope of the incident with staff, the Police Department and/or responding emergency agencies.
- Determine if there are injuries and/or fatalities (do not release names).
- Assess the public health risk (if any).
- Inform elected officials of the situation and keep them up to date, via the Town Manager, Assistant Town Manager or Town Clerk.
- Determine what authorities must/should be consulted.
- Keep in consultation with appropriate government and legal authorities.
- Consult immediately with responding agencies to coordinate release of information.
- Begin a plan to inform internal and external audiences of the situation.
- Prepare a statement that may include one or more of the following points:
    - basic information on what has happened.
    - express concern/sympathy for any victims who may be involved.
    - how the Town is responding to the situation and what will be done to help.
    - how the Town will/is providing for public safety.
    - how the Town will keep the public informed of the situation and any changes.
- Determine best way(s) to distribute statement (news conference, e-mail, fax, social media).
- Prepare for interviews.

- Alert Town employees to the time and location of news conference for any media inquiries.
- Set up channels of communication so that any change or new information about the crisis is conveyed to the spokesperson.
- Make arrangements for updating the media.
- Keep the Crisis Communication Team up to date.
- Start a media contact record.

When the Media Arrive

- Ask media for identification, ask them to sign in and exchange business cards.
- Determine a designated area for media, and show them where they may park vehicles and set up their equipment.
- Inform reporters of restrictions on movement/photography/filming.
- Proceed with a media briefing.
- Advise media of the time and place of the next briefing and/or how future updates will be distributed.
- Follow up on additional media inquiries.

What the Media Will Likely Ask

Casualties:

- The number of casualties, injuries or who and how many escaped **(use caution with initial numbers and cite only numbers that have been verified by the incident commander).**
- Nature of injuries received.
- Care given to the injured.
- Prominence of anyone who has died, been injured or escaped.
- How escape was handicapped or cut off.

Property Damage:

- Estimated value of loss.
- Description of property.
- Importance of the property.
- Other property threatened.
- Insurance protection.
- Previous emergencies in the area.

Causes:

- Testimony of participants.
- Testimony of witnesses.
- Testimony of key responders—the crisis management team, police, fire, etc.
- How emergency was discovered.

- Who sounded the alarm?
- Who summoned aid?
- Previous indications of danger.

Rescue and Relief:

- The number of people engaged in rescue and relief operations.
- Was there any prominent person in relief crew?
- What equipment was used?
- Were physically disabled persons rescued?
- Will there be care for the destitute and homeless?
- How the emergency was prevented from spreading?
- How property was saved?
- Were there any acts of heroism?

Description of the crisis or disaster:

- Extent of emergency.
- Blasts and explosions.
- Crimes of violence.
- Attempts at escape or rescue.
- Duration.
- Collapse of structures.
- Color of flames.
- Extent of spill.
- Accompanying incidents.
- Number of spectators, spectator attitudes and crowd control.
- Unusual happenings.
- Anxiety, stress of families, survivors, etc.

Legal Actions:

- Inquests, coroner's reports.
- Police follow-up.
- Insurance company actions.
- Professional negligence or inaction.
- Suits stemming from the incident.

Action – Sharing Information

- Tell your own bad news first.
- Show your concern for others affected by the crisis.
- Avoid speculation. Don't assume anything. Politely decline to respond to hypothetical questions or give your own opinion.
- Be open and responsive to requests from the news media.

- Keep your answers brief, factual and to the point.
- Let other organizations speak for themselves.
- If you don't know the answer or are unsure about what to say, it is better to say you do not know or not to say anything. Offer to get back to the reporter with accurate information. Be sure to follow up with the reporter as soon as you have the facts.
- Do not say, "No comment." Instead, explain why the information is not available.
- Don't place blame.
- Do not reveal confidential information or personal information about Town staff.
- Don't be evasive or misleading.
- Respect reporters' deadlines.

Follow-up

- Promptly correct erroneous statements made by others and any errors in what has been reported.
- Think of possible outcomes and prepare tentative responses.
- Be willing to adapt responses as circumstances change.
- Keep reporters up to date and advise media of any new developments.
- Log all media contact.
- Monitor media coverage.
- Evaluate effectiveness of plan and what worked well and what could have been done better.
- After plan evaluation; revise as necessary.

CHAPTER 19

Spokesperson Guidelines for Communicating with the Media During a Crisis

The Town of Garner

Spokesperson Guidelines for
Communicating with the Media During a Crisis

- Demonstrate organizational concern about people.
- Explain what is being done to remedy the situation.
- Keep the message consistent with all constituencies. Never tell one constituency anything that is not being told to the media.
- Be open, honest and tell as much of the full story as possible. If you do not, someone else will, thus increasing the possibility that the crisis team loses control of the situation.
- Never respond with "no comment;" instead explain why you cannot answer the question (e.g., "We do not have the details confirmed at this time; we will provide you with an update when we do have an answer to that question.")
- Do not guess or speculate. If you do not know the answer, say so and offer to track down the answer.
- Respect reporter deadlines. If you promise to get information, do so promptly.
- Never speak off the record. Assume that there is no such thing and the media can use any information released or obtained.
- Never give exclusive interviews during a crisis. All members of the media should have the same chance for gathering information.
- If an injury or death has occurred, do not release the name(s) of the injured/deceased until all next of kin (immediate family) have been notified. Consult with public safety officials to know when this has occurred.
- Do not provide damage estimate, discuss responsibility for the incident or discuss legal liability in any way.
- Be available 24 hours a day.
- Notify all Town employees to direct all media inquiries to the PIO without speculating on the situation.

- Do not discuss illegal activity at any time. If it is assumed, say something to the effect, "Police are investigating. We are cooperating." Refer all questions to the appropriate law enforcement agency.

- In cases when media request interviews with family members, provide a liaison to family members for the media so that the family can protect their privacy if they choose.

- Avoid "side comments" meant to be humorous.

- Do NOT accept hypothetical questions.

- Do NOT repeat negatives in a question. Taken out of context, these remarks can be very damaging.

- Use everyday language, not jargon, when talking to reporters. Lack of clarity makes people think the organization is purposefully being confusing in order to hide something.

- Provide written materials that give reporters background information whenever practical.

CHAPTER 20

Appendices

APPENDICES

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Town of Garner

Public Information Materials Request Form

Initial proposals for public information materials shall be directed to the PIO before the printing of any materials. Please provide a draft of printed material to the PIO for proofing before printing.

Date: _____

Department Requesting Materials: _____

Requestor's Name: _____

Brief description of the proposed item: _____

_____

_____

Purpose or objective(s) of the proposed item: _____

Intended audience(s) for the item: _____

Intended method that will be used to produce the item (in-house, print shop, etc.): _____

_____

Intended method of distribution (handouts, mailing, available for pickup, etc.): _____

_____

(Please attach a draft or example of materials, if one is available.)

☐ Approved, as is ☐ *Additional info. required ☐ Approved, with recommended changes

*Additional information required for approval is: _____

_____

_____ _____

Date PIO Signature

The Town of Garner

Town News and Information Distribution Lists

Core Media – *local print and television media*

- News & Observer (local newspaper for Raleigh and surrounding areas)
- News & Observer – Garner-Cleveland Record (Local paper for Garner and Cleveland area)
- The Garner News (Garner local newspaper)
- News 14 Carolina (local TV station)
- WRAL-TV5 (local TV station-CBS affiliate)
- WTVD-TV11 (local TV station-ABC affiliate)
- WNCN-TV 17 (local TV station-NBC affiliate)

Town of Garner Communication Group - *employees, elected officials, town affiliates*

- Garner Town elected officials
- Town of Garner employees
- Garner Revitalization Association
- Garner Chamber of Commerce

Expanded Media – *media groups that share key or critical information with the public*

- Triangle Business Journal (local business news and resources)
- The Independent Weekly (progressive news, culture and commentary for the Triangle)
- Associated Press (international wire service with Raleigh bureau)
- WUNC TV (public television station)
- WRAZ Fox Channel 50 (local TV station)
- WLFL TV 22-CW (local TV station)
- WRDC TV 28-MyTV (local TV station)
- Visit Raleigh visitors guide and website (tourism and info. for Raleigh and surrounding areas)
- S&A Cherokee (local magazine publisher and public relations firm)
- Cary Magazine (published by S&A Cherokee; includes Triangle East section)
- Carolina Woman (monthly publication for women in the Triangle)
- Carolina Parent (monthly serving the Triangle)

- Raleigh Downtowner magazine
- Walter (lifestyle magazine for Raleigh)
- The Triangle Tribune (Durham and surrounding area news)
- Clayton News-Star (newspaper)
- The Cleveland Post (40/42 newspaper)
- The Apex Herald (newspaper)
- The Holly Springs Sun (newspaper)
- The Fuquay-Varina Independent (newspaper)
- Four Oaks-Benson News In Review (newspaper)
- The Smithfield Herald (newspaper)
- Curtis Media (WZTK 101.1 FM / WDOX 570 AM / WQDR 94.7 FM)
- Business Leader Magazine
- The Raleigh Carolinian (twice-weekly African-American publication)
- TechJournal South (Southeast Region Technology Community, 6,000 Tech. Exec. Subscribers)
- National League of Cities (City/Town News, Facts, Awards, etc.)
- Wake Living magazine)
- Triangle Radio Reading Service (reading service for the blind)
- Que Pasa Media Network (serving the Hispanic community)
- La Voz/La Conexion (Hispanic community)
- WUNC 91.5 FM (public radio)
- North Carolina News Network radio (WZTK 101.1, WPTF 680 AM, WSPC 1010 AM)
- Clear Channel Broadcasting (WQOK, WNNL, WFXC, K97.5, FOXY 107/104, The Light 103.9)
- WDCG FM (G105 Radio-pop/hip hop/Top 40)
- WRDU 106.1 FM (Rush Radio)
- WQDR 94.7 FM (Country)
- La Ley 96.9 FM (Hispanic radio)
- WZTK 101.1 FM (talk radio)
- WRSN 93.9 FM (Sunny 93.9 radio-soft rock)
- WSHA FM 88.9 (Shaw University radio)
- WTRG FM 100.7 (The River radio-Oldies)
- WZZU 93.9 FM (classic rock radio)
- WPTF 680 AM (news radio)
- WQOK 97.5 FM (hip hop radio)
- WRBZ 850 (sports radio – The Buzz)
- WRTG 1000 AM (HIS radio Christian-contemporary)
- WKIX 850 AM (Oldies ’50s/’60s radio)
- WAUG 750 AM (St. Aug. college radio)

- WCPE FM 89.7 (classical radio)
- WDOX 570 AM (news and talk radio)
- WKNC 88.1 FM (NCSU radio)
- WCPE 89.7 FM (classical radio)
- WBBB 96.1 FM (96 Rock)
- WRAL 101.5 FM (Mix 101.5 – Oldies ’70s/’80s/’90s)
- WPJL 1240 AM (Christian radio)
- WCLY 1550 AM (Gospel/Christian radio)
- WHPY 1690 AM (Fellowship Christian radio/Clayton)
- WNCU 90.7 FM (NCCU jazz radio)
- WYFL 92.5 FM (Christian radio/Henderson)

Specialized Media – *receive press releases/information on special interest areas*

- Economic development – (TBJ) triangle@bizjournals.com ljohn@bizjournals.com aljones@bizjournals.com
- Family Picks (N&O) – Kristin.familypicks@gmail.com
- Go Ask Mom blog (wral.com) – http://www.wral.com/apps/feedback/feedback/?d_id_person=583
- Country Music Picks (N&O) – jack.bernhardt@elon.edu
- Local music scene (N&O) – dmenconi@newsobserver.com
- Independent arts calendar – calendar@indyweek.com
- Carolina Parent events calendar – calendar@carolinaparent.com

Local Governmental Bodies and Agencies

- Garner Volunteer Fire-Rescue, Inc.
- Wake County Emergency Medical Services
- Wake County Environmental Services
- Wake County Public Affairs Office
- Wake County Fire & Emergency Management Office
- North Carolina Emergency Management Office
- Wake County Sheriff’s Office
- Raleigh Police Department
- Wake County Health Department
- Wake County Department of Social Services
- Wake County Clerk’s Office
- Wake County Manager’s Office
- Wake County Public School System
- Capital Area Transit
- Wake County Commissioners
- Wake County Board of Education members
- City of Raleigh
- City of Raleigh Utilities
- Local, county and state representatives
- Regional governmental partners
  - NC League of Municipalities (NCLM)

- Wake County
- City of Raleigh
- City of Raleigh Utilities

OTHER:

College Newspapers – *Newspapers from N.C. universities and colleges*

- A&T State University - The A&T Register (http://www.ncatregister.com)
- Duke University - The Chronicle (http://dukechronicle.com)
- East Carolina University (Greenville) - East Carolinian (http://www.theeastcarolinian.com)
- Guilford College - The Guilfordian (http://www.guilfordian.com)
- NC Central University - Campus Echo (http://web.nccu.edu/campus/echo/)
- NC State University – The Technician (http://www.technicianonline.com)
- Shaw University – The Bear Facts (http://www.shawbearfacts.com)
- University of NC Chapel Hill - The Daily Tar Heel (http://www.dailytarheel.com)
- Wake Forest University - Old Gold and Black (http://oldgoldandblack.com)
- Wake Technical College – The Voice (http://studentactivities.waketech.edu/clubs/studentvoice) & (vsbarile@waketech.edu)
- Meredith College – The Meredith Herald (http://www.meredith.edu/english/student-publications.htm)

Town of Garner

Program & Event Posting on Public Community Calendars

Many organizations and agencies offer free program and event postings on their website's community calendar. This is an easy and economical way to distribute information about our Town programs and events to the public. Below are listings of sites that the Town of Garner uses to share information with the public about our programs and events.

- The Garner News – Web Event Calendar
  http://www.garnernews.net/pages/events

- Triangle.com – News & Observer's event listing for the area (must have a member acct.)
  http://events.triangle.com/listings

- 4042.com - Web Event Calendar
  http://www.4042.com/cal/register.php

- VisitRaleigh.com - Web Event Calendar
  http://www.visitraleigh.com/events/submit-an-event/

- News 14 – TWC
  http://www.news14.com/content/neighborhood_calendar/Default.aspx

- WTVD-TV, ABC Affiliate
  http://abclocal.go.com/wtvd/feature?section=resources/lifestyle_community/community&id=5772481

- WRAL.com ("Out & About" - requires a member acct.)
  http://www.wral.com/entertainment/out_and_about/page/4996688/

- WNCN, NBC 17 @ MyNC.com
  http://events.mync.com/listings

- WRAZ Fox 50
  http://www2.fox50.com/subindex/community/calendar

- Raleigh.com - Web Event Calendar
  http://post.raleigh.com/app/login.php

- Carolinanewswire.com
  http://carolinanewswire.com/guidelines.php

- GarnerNC-Online.com (Garner city guide, business directory, event calendar)
  http://www.garnernc-online.com/calendar.php

- WPTF Radio (News/Talk Radio)
  http://www.wptf.com/community/AddEvent.asp

- WRAL MIX 101.5 FM Radio (Variety)
  http://www.wralfm.com/communitycalendar/communitycalendariframepage.aspx

- WQDR 94.7 FM Radio (Country)
  http://www.wqdr.net/CommCalendarAddEvent.asp

- Clear Channel Raleigh – Supports Stations: WRDU Rooster FM, WDCG G105 FM, WKSL 93.9 FM, WRVA 100.7 FM Radio
  http://www.clearchannelraleigh.com/communityupdate.html
  (send an e-mail to aroundthetriangle@triangleradio.com to submit info. & events for free PSA announcements)

- 96 Rock Online WBBB Radio (Rock)
  http://www.96rockonline.com/community/AddEvent.asp

- WKNC 88.1 FM (NCSU Student Radio, rock/electronic/metal, etc.)
  http://wknc.org/contact/

- WSHA 88.9 FM (Shaw University Radio)
  (All Public Service Announcements must be either e-mailed or faxed to the general manager at: wsha@shawu.edu or 919-546-8315)

- 850 AM – The Buzz Radio
  http://www.850thebuzz.com/events.html

- FOXY 107.1 FM/ 104.3 FM Radio (R&B and Classic Soul Music)
  http://www.foxyhits.com/community/AddEvent.asp

- IntroLinks Network
  http://www.introlinks.net/cgi-bin/submit?link=head

- WTSB 1090 AM Radio
  http://www.wtsbradio.com/

- Que Pasa Media Network (Spanish Newspaper & Radio)
  http://www.quepasamedia.com/web/index.php?option=com_qcontacts&view=contact&id=3&Itemid=96

Associated Press (AP) Writing Style Guide

The Associated Press Stylebook is the guide for publications overseen by the PIO that are produced for the public. These include Web content, news releases, public service announcements, print advertising and newsletters. This sheet shows a condensed version of the standard AP writing style that is used in all Town of Garner written and print media. Below are some of the most frequently encountered style questions.

**Refer to the stylebook for more information.*

Abbreviations and Acronyms:
Avoid alphabet soup and do not use abbreviations that aren't quickly recognized. Abbreviate certain titles (except in direct quotations) when directly before a name. For full mailing addresses including ZIP code, use two-letter Postal Service abbreviations for states. In regular text, use abbreviations such as Ala., for Alabama. However, Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are not abbreviated. North Carolina is N.C. in regular text and NC with full mailing address.

Gov. Jane Smith
Dr. Tom Jones
the Rev. Betty Williams
He lives in Phoenix, Ariz.
She lives in Dallas, Texas.

The address is:
Rev. Betty Williams
123 Main St.
Dallas, TX 75202

Addresses:
Abbreviate street, avenue and boulevard only, and only with the full address. Abbreviate compass directions only with full address.

123 Cary Towne Blvd.
Cary Towne Boulevard
123 Chatham St.
Chatham Street
123 N. Harrison Ave.
North Harrison Avenue
123 S.W. Maynard Road
Southwest Maynard Road
(Road, drive, court, circle, etc., are always spelled out)

Ages:
Always use figures. Hyphenate when used as adjective before a noun or as noun substitute.

He is 5 years old.

He is a 5-year-old boy.

The law is 8 years old.

The woman is in her 30s. (no apostrophe)

Composition Titles:

Put quotation marks around titles of songs, books, movies, plays and television shows. Exceptions are the Bible and reference materials such as catalogues, handbooks, etc. Do not use quotes for newspapers. Capitalize "the" if it is part of the newspaper's name.

"The Star-Spangled Banner"

"CBS Evening News"

"Gone With the Wind"

The Garner News

The News & Observer

Courtesy Titles:
Refer to men and women by first and last name. Do not use titles such as Mr., Mrs., or Ms. except in direct quotations, when they are needed to distinguish among people of the same name, or for a woman who specifically requests it.

Susan Smith

Mrs. Susan Smith (only on request)

Days of the Week:

Abbreviate only when needed in tables.

Monday (usual form)

Mon (tabular form – three letters, no period)

Dimensions:
Use figures and spell out inches, feet, etc., for depth, height, length and width. Hyphenate as adjectives before nouns.

He is 5 feet 6 inches tall.
the 5-foot-6-inch man
The car is 17 feet long, 6 feet wide and 5 feet high.
The storm left 5 inches of snow.
5 acres

Figures or Words?
Spell out whole numbers below 10 in normal usage. Note exceptions such as ages, dimensions, etc. Spell out casual expressions and also numerals (except calendar years) that begin a sentence.

two dogs, second dog

10 cats, 10th cat

Seven is a lucky number.

2001 was a good year.

He walked a quarter of a mile.

Governmental Organization:
Retain capitalization if context makes the name of city, etc. unnecessary. Lowercase further shortening of the name. Capitalize generic equivalents. Lowercase when plural or not referring to a specific body. Lower case city and state before the name. Lower case and spell out department used alone, but capitalize shorthand references to specific ones.

<u>EXCEPTION</u>* – Town *is capitalized when referring to Garner municipal government.

Town Council (shortened reference to specific town council, in Garner or elsewhere)

council (always lowercase when standing alone)

The town council meets Friday. (lowercase when plural)

the Town (*when referring to Garner municipal government)

the town (when referring to Garner)

The Town of Garner is sending a delegation to the state legislature.

city of Raleigh

state of North Carolina

county of wake

Wake County

Town Hall (specific location)

townwide

Police Department

the department

Public Works (flip-flopped, shortened Department of Public Works)

All towns have a police department, which is in town hall. (no specific location)

Governmental Titles:
Generally, confine capitalization to formal titles directly (without a comma) before the name. Lowercase occupational titles even directly before the name. Whether a title is formal or occupational depends on the organization's interpretation.

Council Member Jack Jones

the council member

Town Manager John Smith

The town manager issued a statement.

The town manager, John Smith, issued a statement.

Internet Terminology:
An Internet section begins on page 125 of the stylebook.

Internet

website

Web page

webmaster (one word)

e-mail (hypenated)

Money:
Spell out cents and use figures for amounts under a dollar. Numerals alone, with or without decimal points, are OK in tables.

5 cents

73 cents

$1.50

Months:
Abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec. with a specific date of the month. In tables, use three-letter forms without period.

January

January 1975

Jan. 7 (not Jan. 7th)

Jan (tabular form)

Percent:
Spell out percent*. Use figures and repeat word with each figure. Include zero and decimal for amounts less than 1 percent.*

between 10 percent and 20 percent

0.6 percent

Punctuation:
Use common sense. If punctuation does not help clarify, don't include it. Use ampersand (&) when part of a formal name, not simply to replace "and." Avoid overuse of exclamation points.

Telephone Numbers:
Use parentheses for area codes and Ext. for extension.

(919) 460-3900, Ext. 305

Times of Day
Use small letters with periods for a.m. & p.m.; no double zeros for times on the hour.

6 a.m.

6:30 a.m.

noon (not 12 noon)

4 o'clock (acceptable, but 4 a.m. or 4 p.m. preferred)

Weights:
Spell out pounds and use figures.

9 pounds, 7 ounces

9-pound, 7-ounce boy

Words that are Commonly Misspelled or Used Incorrectly:
Below are words or phrases that are commonly misspelled or used incorrectly. See stylebook entries on these and other commonly misused words for more information.

None *is* (when meaning no single one) None *are* (when meaning no two or no amount)

OK

People is preferred for plural uses rather than *persons*.

Principal means first in rank or importance. *Principle* means fundamental truth.

Realtor (real estate agent usually preferred)

T-shirt

TV is acceptable as adjective or as cable TV. Avoid as noun outside direct quotation.

under way

Who, whom for people and animals with names; *that, which* for inanimate objects.

Ensure means to guarantee. *Insure* refers to insurance.

time line (two words)

Lie or *lay*?

Lay is an action word that takes a direct object. *Lay* the book on the table. Other forms include *laid* and *laying*. *Lie* refers to reclining in a flat position. *Lie* on the couch and rest. Past tense is *lay*. Past participle is *lain*. Present participle is *lying*.

For references to making an untrue statement, the forms are *lie*, *lied* and *lying*. Chickens lay eggs; people lie down to sleep.

CABLE TV FACT SHEET

Federal Communications Commission May 1998 (excerpted)

Public, Educational and Governmental Access Channels ("PEG Channels")

Pursuant to Section 611 of the Communications Act, local franchising authorities ("the Town of Garner") may require cable operators ("Time Warner Cable") to set aside channels for public, educational, or governmental ("PEG") use.

Public access channels are available for use by the general public. They are usually administered either by the cable operator or by a third party designated by the franchising authority. *(GTV11 is not a public access channel at this time, just government.)*

Educational access channels are used by educational institutions for educational programming. Time on these channels is typically allocated by either the franchising authority or the cable operator among local schools, colleges and universities. *(GTV11 is not an educational access channel at this time, just government.)*

Governmental access channels are used for programming by organs of local government. In most jurisdictions, the franchising authority directly controls these channels. *(This is the category in which GTV11 falls at this time.)*

PEG channels are not mandated by federal law, rather they are a right given to the franchising authority, which it may choose to exercise. The decision whether to require the cable operator to carry PEG channels is up to the local franchising authority. If the franchise authority does require PEG channels, that requirement will be set out in the franchise agreement between the franchising authority and the cable operator. (The Town of Garner has required a channel from Time Warner Cable at this time.)

In accordance with applicable franchise agreements, local franchising authorities or cable operators may adopt on their own, non-content-based rules governing the use of PEG channels.

PEG channel capacity which is not in use for its designated purpose may, with the franchising authority's permission, be used by the cable operator to provide other cable services. Franchising authorities are directed by federal law to prescribe rules governing when such use is permitted. *(At this time, the Town of Garner has only one PEG channel capacity, and the designated purpose of GTV11 is to provide government information and community programming. If the need is identified in the future and proper administrators are appointed, then additional channels may be obtained from Time Warner for Public or Educational Access.*

PEG Channel Rules of Operation

GTV11 – Channel 11 - Time Warner Cable / Channel 99 – AT&T U-Verse

GTV11 rules are established and may be revised by the Public Information Officer for the Town of Garner.

All rules shall conform to all active cable franchise agreements and to FCC regulations.

GTV11 shall function mainly as a government channel highlighting Town of Garner events and activities.

The secondary function of GTV11 will be to serve as a public access and educational channel. GTV11 may run public service announcements, local high school Information/events and educational material deemed to have mass appeal.

All editing rights and content will be controlled by GTV11.

GTV11 does not solicit, accept or play commercial advertising.

GTV11 does accept sponsorships for the actual cost of producing its shows. GTV11 may play a PBS-style sponsor acknowledgement, which is normally a 15-second on-air acknowledgement.

Donations are accepted.

The channel may display economic development activities within Garner. GTV11 does not play campaign advertising for local, state or federal office.

GTV11 may play updates given by current office holders representing Garner or Wake County.

GTV11 plays material only with the permission of the copyright or license holder.

Releases are required for individuals appearing on the channel unless the content is recorded in a public place where there is no expectation of privacy.

Content may include informative, educational or entertaining items from Garner, the local public schools, the Chambers of Commerce and other local government entities.

GTV11 will broadcast informational slides and video from 501(c) (3) and 501 (c) (4) non-profit organizations registered with the N.C. Secretary of State, providing (a) the organization is located in the corporate limits of Garner and (b) the information directly benefits the general public. GTV11 will not broadcast any type of fundraising videos by organizations other than the Town of Garner or schools within Garner's corporate limits. Any cost of production for such programming shall be paid by the non-profit organization. Content must be provided in format specified by GTV11.

***North Carolina Laws* > *Chapter 66* > *Article 42* > § 66-357 - Availability and use of PEG channels**

Current as of: 2008

§ 66-357. Availability and use of PEG channels.

(a) Application. – This section applies to a person who provides cable service under a State-issued franchise. It does not apply to a person who provides cable service under an existing agreement.

(b) Local Request. – A county or city must make a written request to a cable service provider for PEG channel capacity. The request must include a statement describing the county's or city's plan to operate and program each channel requested. The cable service provider must provide the requested PEG channel capacity within the later of the following:

(1) 120 days after the cable service provider receives the written request.

(2) 30 days after any interconnection requested under G.S. 66-358(a)(1) is accomplished.

(c) Initial PEG Channels. – A city with a population of at least 50,000 is allowed a minimum of three initial PEG channels plus any channels in excess of this minimum that are activated, as of July 1, 2006, under the terms of an existing franchise agreement whose franchise area includes the city. A city with a population of less than 50,000 is allowed a minimum of two initial PEG channels plus any channels in excess of this minimum that are activated, as of July 1, 2006, under the terms of an existing franchise agreement whose franchise area includes the city. For a city included in the franchise area of an existing agreement, the agreement determines the service tier placement and transmission quality of the initial PEG channels. For a city that is not included in the franchise area of an existing agreement, the initial PEG channels must be on a basic service tier, and the transmission quality of the channels must be equivalent to those of the closest city covered by an existing agreement.

A county is allowed a minimum of two initial PEG channels plus any channels in excess of this minimum that are activated, as of July 1, 2006, under the terms of an existing franchise agreement whose franchise area includes the county. For a county included in the franchise area of an existing agreement, the agreement determines the service tier placement and transmission quality of the initial PEG channels. For a county that is not included in the franchise area of an existing agreement, the initial PEG channels must be on a basic service tier and the transmission quality of the channels must be equivalent to those of any city with PEG channels in the county.

The cable service provider must maintain the same channel designation for a PEG channel unless the service area of the State-issued franchise includes PEG channels that are operated by different counties or cities and those PEG channels have the same channel designation. Each county and city whose PEG channels are served by the same cable system headend must cooperate with each other and with the cable system provider in sharing the capacity needed to provide the PEG channels.

(d) Additional PEG Channels. – A county or city that does not have seven PEG channels, including the initial PEG channels, is eligible for an additional PEG channel if it meets the programming requirements in this subsection. A county or city that has seven PEG channels is not eligible for an additional channel.

A county or city that meets the programming requirements in this subsection may make a written request under subsection (b) of this section for an additional channel. The additional channel may be provided on any service tier. The transmission quality of the additional channel must be at least equivalent to the transmission quality of the other channels provided.

The PEG channels operated by a county or city must meet the following programming requirements for at least 120 continuous days in order for the county or city to obtain an additional channel:

(1) All of the PEG channels must have scheduled programming for at least eight hours a day.

(2) The programming content of each of the PEG channels must not repeat more than fifteen percent (15%) of the programming content on any of the other PEG channels.

(3) No more than fifteen percent (15%) of the programming content on any of the PEG channels may be character-generated programming.

(e) Use of Channels. – If a county or city no longer provides any programming for transmission over a PEG channel it has activated, the channel may be reprogrammed at the cable service provider's discretion. A cable service provider must give at least a 60-day notice to a county or city before it reprograms a PEG channel that is not used. The cable service provider must restore a previously lost PEG channel within 120 days of the date a county or city certifies to the provider a schedule that demonstrates the channel will be used.

(f) Operation of Channels. – A cable service provider is responsible only for the transmission of a PEG channel. The county or city to which the PEG channel is provided is responsible for the operation and content of the channel. A county or city that provides content to a cable service provider for transmission on a PEG channel is considered to have authorized the provider to transmit the content throughout the provider's service area, regardless of whether part of the service area is outside the boundaries of the county or city.

All programming on a PEG channel must be noncommercial. A cable service provider may not brand content on a PEG channel with its logo, name, or other identifying marks. A cable service provider is not required to transmit content on a PEG channel that is branded with the logo, name, or other identifying marks of another cable service provider.

(g) Compliance. – A county or city that has not received PEG channel capacity as required by this section may bring an action to compel a cable service provider to comply with this section.

(2006-151, s. 1.)

20__ Cable PEG Channel Certification

North Carolina Department of Revenue
Form TR-PEG

Under S.L. 2008-148, counties and municipalities must certify by July 15, 20__ the number of qualifying public, educational, or governmental access (PEG) channels provided to them by a cable service provider under either G.S. 66-351 or an existing agreement for its use during fiscal year 20__-20__. In order to be a qualifying PEG channel, the channel must meet the qualifying criteria listed below on the form.
Do not include UNC-TV or other public broadcasting channels in the list of PEG channels.

The certification must include the name of the PEG channel operator for each channel and the signature of an authorized official of the operator. A PEG channel operator is the entity that 1) produces programming for delivery on the PEG channel, or 2) provides facilities for the production of programming or playback of programming for delivery on the PEG channel. **A PEG channel operator may be included on the certification of only one government for each type of PEG channel that it operates.** If a channel has more than one PEG channel operator, please list all operators using a blank line below the line for the first listed operator.

County _____ **or Municipality** _____

Channel Name	Channel Number	Cable Provider	Type (P, E, or G) Select only one	PEG Channel Operator	PEG Channel Operator Authorized Signature	Qualifying Criteria based on the 20__-20__ fiscal year: Is the channel provided to your government through a local or state franchise agreement? (Y/N)	Did the channel operate for at least 90 days? (Y/N)	Did the channel provide at least 8 hours of scheduled programming a day? (Y/N)	Did the channel provide at least 6 hours and 45 minutes of scheduled non-character-generated programming a day? (Y/N)	Did the channel repeat less than 15% of the content of another PEG channel provided to your government? (Y/N)

I certify that, to the best of my knowledge, this report is accurate and complete.

Signature of Certifying Official _____ **Title** _____ **Date** _____

Person to contact for additional information _____ **Title** _____

Telephone _____ **FAX** _____ **E-mail** _____

This form also is available at: http://www.dornc.com/publications/notice.html

Mail or FAX by **JULY 15, 20__** to Richard B. Jones, Policy Analysis and Statistics Division, MS #5922, NCDOR, Raleigh, NC 27640-0003 or FAX (919) 733-5705. If you have questions, call (919) 733-7756.

20__ FORM TR-PEG INSTRUCTIONS
(Forms available at www.dornc.com/publications/index.html)

Policy Analysis and Statistics Division
North Carolina Department of Revenue
P.O. Box 25000
Raleigh, N.C. 27640-0003

Telephone (919) 733-7736
FAX (919) 715-3793

Certifications must be received in this office by JULY 15, 20__

On the certification form, each channel must be identified as either a public, educational, or government channel. The certification now must include the name of the PEG channel operator for each channel and the signature of an authorized official of the PEG Channel Operator**. A PEG Channel Operator may be included on the certification form of only one local government for each type of PEG channel that it operates.** A PEG channel operator is the entity that:

1) produces programming for delivery on the PEG channel, or
2) provides facilities for the production of programming or playback of programming for delivery on the PEG channel.

If a local government operates its own government or educational channel and produces or purchases the programming for that channel, or makes its studio available to residents for the production of programming shown on the public access channel, the government should list itself as the PEG Channel Operator. In most other cases, the PEG Channel Operator will be a separate organization, such as a community college, school district, private college, or non-profit organization. The PEG Channel Operator is not to be confused with the cable service provider.

If a channel has more than one PEG Channel Operator, please list all PEG Channel Operators. **Examples of how various PEG channel operating arrangements should be treated on Certification Forms are provided in the attachment titled "EXAMPLES."**

Town of Garner Public Access Channel
Format for Submittals from Outside Agencies

Programming Requirements:

All programming submitted for use on the Town of Garner PEG channel must be in the mpeg-2 / MPG2 video format and in standard definition. The video can be on any medium properly prepared (e.g. CD, DVD or thumb drive).

GTV11 Underwriting Credit Agreement

Town of Garner
900 Seventh Avenue
Garner, NC 27529

This Agreement between **Town of Garner Television** ("**GTV11**") and _____ (the "**Sponsor**") executed on the date written next to their names signed below, the latter of which shall become the effective date of this Agreement and terminate on _____.

1. Recitals

The Sponsor desires to underwrite the cost associated with the production of certain television content broadcast on GTV11 known as the _____(the "Program").

GTV11 would like to offset the expense of providing content for broadcast and the Sponsor would like to underwrite the cost for the show.

In consideration of the premises set forth above, the parties hereto agree as follows:

2. Conditions and Provisions

The sponsor shall receive underwriting credit, which shall be limited to the following:

a. The visual and/or audio presentation of the name, address, location, phone number, website, logo, slogan and brief description of the underwriter(s) during the beginning and end of the Program.

b. A maximum of 30 seconds is permitted for identification of each underwriter at the beginning and end of the program.

c. All on-air underwriting credit shall conform strictly to the PBS guidelines found on their website at http://www.pbs.org/producers/guidelines/.

d. GTV11 will be the sole owner of all rights in and to the recording for all purposes and sponsor hereby relinquish any rights therein. GTV11 shall have the exclusive right to use the recording including, without limitation, the use of the statements, songs and voiceovers contained therein (in whole or in part) in any and all media including, without limitation, on television, cable, in print, and/or on the Internet, worldwide in perpetuity without payment to Sponsor of any compensation therefore; including without limitation, for informational, publicity, advertising and institutional purposes in connection therewith. GTV11 shall have the right to identify Sponsor by name and the city in which they reside, together with any other accompanying language of identification or description, and to use a photo or video of the Sponsor.

The visual and/or audio presentation to be used as the underwriting credit:

e. The Sponsor may provide the visual and/or audio presentation and GTV11 shall have the right of approval or

f. GTV11 will prepare the presentation of behalf of the Sponsor and the Sponsor shall have the right of approval.

Broadcast Duration:

g. This Program shall air for a period of at least one week, which shall be known as one Episode. Each Episode will be broadcast at least three times each day.

Underwriting credit cost:

h. The underwriting cost shall not exceed the cost of production of the Program, considering such things as labor, overhead, studio use, use of supplies, equipment charges, set design and construction, etc.

i. The Sponsor agrees to pay in advance their share of the underwriting cost, which is estimated to be One Dollar ($1.00) per episode.

IN WITNESS WHEREOF, GTV11 and the Sponsor have hereunto set their hands and seals in duplicate the day and year written below.

Town of Garner
Owner

Date: _____ By: _____

Printed Name: Hardin Watkins
Title: Town Manager

_____
Sponsor

Date: _____ By: _____

Printed Name: _____

Title: _____

ART RELEASE

1. I, _____, the "Project Participant," and the Town of Garner agree that I will provide certain art work for possible use by the Town of Garner, and that the Town of Garner has provided me $1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, including the educational opportunity to participate in this project, and I understand that upon submission of such work, I release all right, title, and interest in said work without additional consideration to be paid to me.

2. I hereby grant the Town of Garner, its licensees and agents, a non-exclusive, worldwide, royalty-free, perpetual license to use, reproduce, publish, display and edit all submitted artwork, tag lines, and logos in whole or in part ("Use"), with or without my name identification, in any and all media (whether now known of hereafter devised) for commercial, business, and trade purposes, as well as for advertising, marketing and/or publicity purposes. I acknowledge and agree that the Town of Garner may modify, crop, alter, retouch, or drastically adjust the original artwork, as the Town of Garner deems appropriate under the circumstances.

3. I hereby represent and warrant that (a) I am 18 years of age or older; and (b) the Use of the artwork will not, and this Art Release does not, violate any copyright, trademark, right of privacy, or any other right of any third party, nor be contrary to law, and no third party consent or permission is required for such Use of the artwork. If such permission is required, consent must be in writing at time of submission. I agree to release and indemnify the Town of Garner from any claims, actions, liabilities, losses, or expenses of any kind ("Claims") arising out of Use of the artwork or any breach or alleged breach of this Art Release.

Signature: _____

Print Name: _____

Address: _____

_____

TOWN OF GARNER

900 7th Avenue, PO Box 446
Garner, NC 27529

MEDIA PERMISSION SLIP

Pictures, video and other written visual and/or auditory media produced by the Town of Garner may appear on the Town's public, educational and government channel (Time Warner Cable channel 11, AT&T U-verse channel 99), on the Town of Garner's website and social media accounts, in newspaper articles or media/print publications. Any media produced will be used only to inform and educate the community about special events, programs, teaching/training or activities at or involved in the Garner community, etc.

Please circle the appropriate answer below and fill in the space to give (YES) or not give (NO) your consent to use your image, or your child's image, in the media.

YES

I, _____, give my permission for the Town of Garner to use my
(adult's name)

photograph/image, or the photograph/image of my child,

_____, in the media or any media produced by the Town of Garner.
(child's name)

NO

I, _____, DO NOT give my permission for the Town of Garner to use
(adult's name)

my photograph/image, or the photograph/image of my child,

_____, in the media or any media produced by the Town of Garner.
(child's name)

_____ _____

Signature **Date**