



## RELEASE OF DEPARTMENT INFORMATION TO THE MEDIA

### **Purpose**

The purpose of this policy is to implement Board Policy 4057 directing the Director to establish rules governing the release of information to the news media.

### **Legal Authority**

- Idaho Code 40-314(1) - The Board may establish the departmental internal structure deemed necessary for the full and efficient administration of Title 40.
- Idaho Code 40-314(3) - The Board may exercise any power or duty deemed necessary to carry out the provisions of Title 40.

Inquiries from the news media shall be answered in a timely and cooperative manner. Release of information to the media shall follow these guidelines:

### **News Releases**

Any news releases issued in the name of the Idaho Transportation Board shall be approved by the Board Chairman and Director prior to release.

News releases shall be approved by the appropriate Operating Officer, Division Administrator, District Engineer, Section or Unit Supervisor, or higher authority. The Office of Communications shall have responsibility for writing and publishing all Department news releases. Copies of news releases shall be forwarded to the appropriate Operating Officer, Division Administrator, Chief Deputy Director, and Director by the day of the release.

### **Media Interviews**

All requests for information for media interviews shall be answered promptly and objectively. Facts, not opinions or speculation, are the only acceptable response for Department employees.

If the information desired is within the employee's area of expertise, he or she should give the information and then report this contact to the Office of Communications.

Requests for information that are outside the employee's area of expertise, or about which the employee lacks adequate information should be referred to the Media Awareness Hotline, at 334-8005, after these steps are taken:

- Identify the reporter by name and organization, get the reporter's phone number, determine what information the reporter is looking for and determine the reporter's deadline.
- Advise the reporter that the information shall be gathered and someone from the Department shall contact them as soon as possible. This is done to gather the correct facts and organize our answers.
- Inform your supervisor of the call and contact the Office of Communications for advice on how to best handle the call.

- The Office of Communications shall suggest who should return the reporter's call and what additional information may be required to answer the reporter's questions. The Office of Communications shall assist the appointed individual in answering the questions, developing talking points and preparing for the interview.
- The media call shall be returned and an interview conducted.
- The Office of Communications shall be advised of the elements of the conversation and the publication or broadcast dates, and log the information for future follow-up.

Signed

Date March 26, 2014

Brian W. Ness  
Director