



## Division of State Parks

Public Relations & Information #08-1	Event/News Releases	Rev. 11/2013	Page 1 of 2
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**PURPOSE:** This policy sets forth the guidelines for all media relations and contacts and event/new releases. For the purposes of this policy "media" refers to all print, television, internet and radio media outlets.

**ORGANIZATION:** Contact from the news media is given a high priority by the Division of State Parks and should be responded to as quickly and efficiently as possible. Every effort should be made to meet media deadlines and to ensure all information released is accurate. Division employees are encouraged to submit information to the media regarding park and program operation, to promote special programs and activities and to provide information on the initiation or completion of construction projects.

**PRIOR POLICY:** This policy supersedes the prior policy dated 1/4/11.

### PROCEDURES:

- I. Contact with the Media – *All media inquiries dealing with routine park or program activities may be handled by the park, region or program supervisor, otherwise refer the media to the administrator and department's public information manager (PIM). A media report must be prepared and faxed, emailed or phoned to the division's administrative assistant as quickly as possible. The report will be forwarded to the administrator or designee and to the department PIM and public information officer (PIO). Whenever possible, interviewees should contact the PIM or the PIO before the interview.*

The media report should include:

1. Name of media outlet;
  2. Reporter's name;
  3. The location, time and date of interview;
  4. The expected date(s) the information will be printed or aired and if it will be released locally, statewide, nationally or internationally;
  5. Questions asked and the response.
- II. Event Releases (form ADM-10a and ADM-10b, see Attachment A and B) – Events are defined as interpretive events and/or programs such as those using special/commercial use permits in parks. For multiple events, such as a season's worth of interpretive events, use ADM-10b. *To ensure the quality and accuracy of information provided to the media, event releases must be written using the required template and submitted to the division's administrative assistant for approval two weeks prior to the release date. The release date should be one and a half to two weeks prior to the event. The administrative assistant will be responsible for submitting the draft release to the PIO for review/changes. Upon finalization, the PIO will distribute the release to the appropriate media outlets and the division's administrative assistant. The administrative assistant will distribute the release to the web master, originator and regional manager.*
  - III. News Releases (form ADM-10c, see Attachment C) – News Releases are defined as informational news such as the closing of a park, boat ramp or notification of park construction. *To ensure the quality and accuracy of information provided to the media, news releases will be written using the required template and submitted to the division's administrative assistant for approval three weeks prior to the desired release date. The release date should be one and a half to two weeks prior to the event. The administrative assistant will be responsible for submitting the draft media release to*

*the administrator or designee and the PIO for review/changes. After review and finalization, the PIO will distribute the release to the appropriate media outlets and the division's administrative assistant. The administrative assistant will distribute the release to the web master, originator and regional manager.*

- IV. Critical Incidents/Emergency Communication - Critical incidents may generate legal action, public complaints or media interest and will require immediate notification to the administrator or designee. Once alerted, the administrator or designee shall transmit the information to the department director, deputy director, PIM and PIO, who may then inform other officials as they deem appropriate. The administrator or designee will act as the division's spokesperson on such matters.
  
- IV. Litigation, Personnel and Election Issues
  - A. Generally, the business conducted by the division is public information and subject to the state's open records law. Inquiries regarding pending litigation, matters involving significant exposure to litigation and certain personnel-related information are exceptions.
  - B. Inquiries regarding pending litigation or exposure to litigation should be referred thru the administrator or designee and then to the Deputy Attorney General. Inquiries regarding personnel related information should be referred to the division's personnel analyst, who will notify the administrator.
  
- V. Personal Points of View – All employees have the right to their personal view about current political and social issues, as well as the agency's mission, its administration and the methods it uses to carry out its mission. However, employee personal points of view, even if determined to be protected expressions concerning matters of public concern, and regardless of whether expressed publicly or to co-workers, which are disruptive to the agency's ability to deliver public services effectively and efficiently, are subject to action by the agency under provisions of NAC 284.650. Employees may not express personal points of view pursuant to official duties to the media nor may agency supplies or equipment be used to further the expression of personal points of view.
  
- VI. State Park's Website
  - A. Any park activities and special events put on the *calendar* web site should be submitted electronically or on a disk to the division webmaster at least 2 weeks prior to the event.
  - B. High resolution, digital photos are recommended to accompany news releases for posting on the web site.
  - C. *Photos must be the property of State Parks or posted with written permission of owner. Photos with visitors should have a Photo Release form (attachment D) on file with the PIO.*

Original signed by:  <hr/> <b>SIGNED</b> Eric Johnson, Administrator	<hr/> <b>12/3/13</b> Date
Original signed by:  <hr/> <b>SIGNED</b> Leo Drozdoff, Director	<hr/> <b>12/3/13</b> Effective Date

Copy to Regions: \_\_\_\_\_

Review Date: \_\_\_\_\_

BRIAN SANDOVAL  
Governor

LEO M. DROZDOFF, P.E.  
Director  
Department of Conservation and  
Natural Resources

ERIC M. JOHNSON  
Administrator  
Nevada State Parks

STATE OF NEVADA



901 S. Stewart Street,  
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Carson City, NV 89701-5248

Phone: (775) 684-2770  
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stparks@parks.nv.gov  
http://parks.nv.gov

DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES  
DIVISION OF STATE PARKS

**FOR IMMEDIATE RELEASE:** [Date the release should be sent to news media.]

**CONTACT:** [Name, phone number, email]

**[Title] at [location] on [day, date]**

[CITY], Nev. – [Description of event... one to two short paragraphs, AP style.]

**WHAT:** [Name/title of event]

**WHEN:** [Include event day, date and the beginning and end times.]

**WHERE:** [Include location, address and driving directions from nearest main street or highway and/or city.]

**WHO:** [Who is invited, typically it will be: "The event is open to the public." Also, who is sponsoring or hosting the event?]

**COST:** [Include cost for in-state, out-of-state and payment types accepted (cash, check, etc.).]

**CONTACT:** [Include the name and phone number; email is at your discretion.]

**MORE:** [Use this space for additional information. This is optional.]

###

The Nevada Division of State Parks plans, develops and maintains a system of parks and recreation areas for the use and enjoyment of more than 3.3 million visitors a year. The division was established in 1963 by the Nevada Legislature to form a new state park agency within the Department of Conservation and Natural Resources. The division manages and maintains 23 parks, historic sites and recreation areas in Nevada.

Instructions: Don't abbreviate, don't assume anything, and double-check your facts. Always double-check the spellings of names, places, etc. Note the "###" symbol at the end of the release. This symbol marks the end of your release. If you send two pages, put "MORE" at the bottom of the first page and "###" at the bottom of the second page.

BRIAN SANDOVAL  
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LEO M. DROZDOFF, P.E.  
Director  
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Administrator  
Nevada State Parks

STATE OF NEVADA



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**FOR IMMEDIATE RELEASE:** [Date the release should be sent to news media.]

**CONTACT:** [Name, phone number, email]

**[Title] at [location] on [day, date]**

[CITY], Nev. – [Description of events... one to two short paragraphs, AP style.] [Include cost for in-state, out-of-state and payment types accepted (cash, check, etc.).] [Include the name and phone number; email is at your discretion.]

**DATE:** [Name/title of event]

[Description of event... two to three short sentences, AP style.]

**WHEN:** [Include event day, date and the beginning and end times.]

**WHERE:** [Include location, address and driving directions from nearest main street or highway and/or city.]

**WHO:** [Who is invited, typically it will be: "The event is open to the public." Also, who is sponsoring or hosting the event?]

**DATE:** [Name/title of event]

[Description of event... two to three short sentences, AP style.]

**WHEN:** [Include event day, date and the beginning and end times.]

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DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES  
DIVISION OF STATE PARKS

**FOR IMMEDIATE RELEASE:** (date you want it released, submitted two weeks prior)

**CONTACT:** (insert name, telephone, email)

**Insert Title**

(INSERT CITY NAME IN ALL CAPS), Nev. - (Insert text here...)

###

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LEO M. DROZDOFF, P.E.  
Director

BRIAN SANDOVAL  
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Deputy Director

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Division of Environmental Protection  
Division of Forestry  
Division of State Lands  
Division of State Parks  
Division of Water Resources  
Conservation Districts Program  
Natural Heritage Program  
State Historic Preservation Office

**STATE OF NEVADA**  
**Department of Conservation and Natural Resources**

**Photo Release Form**

I hereby grant the Department of Conservation and Natural Resources permission to use my likeness in a photograph in any and all of its publications, including website entries, without payment or any other consideration.

I understand and agree that these materials will become the property of the Department of Conservation and Natural Resources and will not be returned.

I hereby irrevocably authorize the Department of Conservation and Natural Resources to edit, alter, copy, exhibit, publish or distribute this photo for purposes of publicizing the Department of Conservation and Natural Resource's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge the Department of Conservation and Natural Resources from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 21 years of age and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning and impact of this release.

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Signature Date

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Printed Name Date

If the person signing is under age 21, there must be consent by a parent or guardian, as follows:

I hereby certify that I am the parent or guardian of \_\_\_\_\_, named above, and do hereby give my consent without reservation to the foregoing on behalf of this person.

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Parent/Guardian's Signature Date

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Parent/Guardian's Printed Name Date