

Management System: [Communications and Public Affairs](#)

Subject Area: Media Relations

Procedure 1 - Managing Media and Media Related Inquiries

Issue Date:
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1.0 Applicability

This procedure applies to all Environmental Management Consolidated Business Center (EMCBC) employees, who may receive an inquiry from the media, particularly the Director, Public Affairs Representatives, and Site Public Affairs Staff.

2.0 Required Procedure

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| Step 1 | If an EMCBC employee receives a media inquiry or request from a media related entity (including, but not limited to, network/ cable television program or video production company) that was not solicited or the result of a planned outreach, the EMCBC employee immediately contacts the Public Affairs Office. |
| Step 2 | The EMCBC Public Affairs staff will consult with the Office of the Director to determine: <ol style="list-style-type: none">1. Who should answer the inquiry?2. How the inquiry should be answered;3. Who (if anyone) needs to know about the inquiry in advance; and4. Whether the response needs to be written, oral or in some other form |
| Step 3 | The Site Public Affairs Office will: <ol style="list-style-type: none">1. Consult, as necessary, EM Office of Communication and External Affairs, EM-3 (ex. media inquiries regarding a sensitive subject);2. Determine if the inquiry or required logistical support should be referred to another DOE or contractor source for handling;3. Prepare the response;4. Determine who (if anyone) needs to review the proposed response in |

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| | <p>advance of its delivery;</p> <p>5. Determine the best way to deliver the response.</p> |
| Step 4 | <p>The Site Public Affairs Office will:</p> <ul style="list-style-type: none"> • Inform those appropriate (i.e., EMCBC Site Office Management, EM Office of Communication and External Affairs, EM-3) about the outcome of the media interaction. • Support logistics of media or production entities on site, as appropriate or needed • Repeat the process as necessary related to the reporter's follow-up questions. • Monitor the media to capture the story and then distribute it to those appropriate. The Site Public Affairs Office will maintain all records associated with the inquiry. |

3.0 References

- None

4. Records Generated

Records generated through implementation of this procedure are identified as follows, and are maintained by the Office of the Director in accordance with the EMCBC Organizational File Plan:

| Records Category Code | Records Title | Responsible Organization | QA Classification (Lifetime, Non-Permanent or N/A) |
|------------------------------|---|---------------------------------|---|
| ADM 14-42-A | News Media Materials – Non-Environmental Restoration or Remediation – News Media Case Files | Office of the Director | N/A |
| ENV 01-I | Public Involvement Records – Environmental Restoration or Remediation – News Media Case Files | Office of the Director | N/A |