

To: West Valley Citizen Task Force
From: Melinda Holland, Task Force Facilitator
Date: March 6, 2007
Subject: **Summary of the March 5, 2007, CTF Press Relations Work Group Conference Call**

If you have questions or comments regarding this summary, please contact Melinda Holland at (828) 894-5963, or Tom Attridge at (716) 942-9960, ext. 2453.

CTF Attendees

Attending were: Lee Lambert, Judy Einach, Joe Patti, and Tom Attridge.

Meeting Highlights

A participant suggested exploring finding a West Valley Central School or college student who would commit to attending CTF meetings, working with the Press Relations Work Group (PR work group), and drafting press releases. It was agreed that this idea merits further investigation.

After some discussion, the participants agreed on a suggested procedure for drafting CTF press releases. This draft procedure is titled “CTF Press Release Guidelines” and is attached to this summary. This draft procedure will be circulated to the full CTF and discussed at the March 28th CTF meeting.

Conference call participants also discussed other possible means of distributing CTF information to the public. One suggestion was the use of an electronic newsletter (e-newsletter) which could be drafted by CTF members or alternates and issued periodically. The e-newsletter would be distributed via email and placed on the CTF web site. A participant suggested that the Washington Spectator, an on-line newsletter could serve as an example of an excellent e-newsletter. It may be viewed at: <http://www.washingtonspectator.com/>

Action Items

| Action | Assigned To | Due Date |
|--|--------------------|-----------------|
| Revise Judy Einach’s draft CTF PR Guidelines | Melinda Holland | 02/19/07 |
| Draft a template for CTF PRs | Tom Attridge | 02/19/07 |

CTF Press Release Guidelines

At the beginning of the break and at the end of every CTF meeting 5 – 10 minutes will be allotted to answering the question: Is there anything that came out of this meeting that should be communicated to the public? If yes, should it be communicated via press release (PR) or other means?

If there is information CTF wishes to communicate, depending on the content of the material to be communicated, CTF will refer drafting the PR to the CTF Press Relations Work Group (PR work group). PR work group members who are present at that CTF meeting will confer at the end of the meeting to decide who will draft the PR and which CTF member might be most able to represent the CTF as the contact person if called upon by members of the media. The CTF contact person for the PR does not need to be a member of the PR work group. The PR work group members will also discuss the time line for drafting and issuing the PR.

In the event CTF members have something to communicate, the PR work group will prepare a draft media release/alert in a timely fashion and forward it to the CTF Facilitator for distribution to the full CTF for review. The CTF facilitator will take necessary steps to assure that all CTF members have received the draft PR (such as requesting “read receipts” for emails, or other acknowledgment of receipt). To insure the integrity of the information, and prior to communicating with the media, the full CTF will be given a very short period of time (time period depends on the time-critical nature of the subject of the PR) to review the draft PR and respond with edits, comments or concerns. By adopting these guidelines by consensus, the CTF agrees that if any member does not respond within the time allotted, that they are deemed to be in agreement with issuance of the PR. If there are edits, comments or concerns regarding the draft PR, the CTF facilitator will work with the concerned members to resolve the issues, and then circulate the revised draft PR to the full CTF. Once the PR is finalized using the above process, the CTF facilitator will distribute the PR to the media.

The CTF and CTF facilitator will develop and maintain a media list which PR work group will use. Copies of releases/alerts will be sent to CTF members at the same time they are distributed to the media.

CTF Facilitator will assist PR work group as needed.

CTF members will support the PR work group by offering help, suggestions, information, etc. as needed in an effort to perfect this process. The full CTF retains the authority to revise these guidelines at any time.

The following PR template will be used as guidance in drafting PRs. (insert template here)