

2009 Public Information, Community Relations, and Marketing Component Functions Plan



City of Logan Parks and Recreation Department

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CITY OF LOGAN MISSION STATEMENT:

The mission of the City of Logan is to sustain and enhance the quality of life for the citizens of Logan.

The Parks and Recreation Department is dedicated to fulfilling the City's mission statement of sustaining and enhancing the quality of life for the citizens of Logan.

DEPARTMENT OBJECTIVE STATEMENT:

We serve the leisure and recreational needs of the community. We believe in creating quality life-long experiences for men, women, and children.

DEPARTMENT VISION STATEMENT:

We Create Community through People, Parks, and Programs.

DEPARTMENT CORE VALUES:

- Safe and Clean Parks and Facilities
- Attention to Citizen Input
- Stewardship of City-Owned Spaces
- Partnerships and Alliances
- Continuous Improvement
- Management of City Resources
- Promotion of Diversity in the Community

PUBLIC INFORMATION:

The City of Logan Parks and Recreation Department is committed to informing the residents of Logan, the Mayor and Council, the business community and the local media of events, activities, services, programs, facilities, future projects and recognitions involving the Department. It is the Department's policy that information will be provided in a timely, accurate and objective manner with equal access to all interested parties. Department information on official projects or events is openly disseminated to the public and media with the exception of information deemed to be "private" or "protected".

Local news media typically contact the department when pursuing a story or following an event. All inquiries are directed to the Director of Parks and Recreation or his designee (i.e. the Public Information Representative or appropriate Parks and Recreation Division Manager for comment). This is not to restrict access of the media to any public employee, but to ensure that the information provided is as accurate and reflective of the most current City policy on the issue as possible.

Publicity about upcoming programs, tournaments, and special events is disseminated to the public through many different media. Staff responsible for each event will determine the appropriate media, timing, frequency and market penetration needed based on the target audience, size and scope of the program, applicable marketing research, and budget. Following each major event, a program evaluation or survey and analysis will be done to determine the effectiveness of the stated program outcomes and customer level of satisfaction.

In an effort to ensure quality customer service and to strengthen integrity and consistent brand image, Logan Parks and Recreation Department will create effective internal and external communications. All flyers, brochures, and other department information will be distributed through the Program Information Representative.

All publicity, community relations, and marketing avenues currently in use include:

Avenue	Owner	Frequency	Audience	Distribution	Timeline	Other
Brochures	Program Information Representative, Program Coordinator, Facility Manager	As Needed	Public, Media, Employees	Hardcopies, PDF Links, Rack	21 Days	No Cost, Printed In-House
Cache Valley Radio Group	Program Information Representative, Program Coordinator, Facility Manager	As Needed	Public	Fax	14 Days	No Cost, Trade
Department Traveling Display	Program Information Representative	As Needed	Public	Event	21 Days	No Cost
E-mail Blasts	Program Information Representative	As Needed	Employees	E-mail	7 Days	No Cost
Flyers	Program Information Representative	As Needed	Public, Media, Employees	Hardcopies, PDF Links, Rack	14 Days	No Cost, Printed In-House
Herald Journal, Paid Advertisements	Program Information Representative, Division Managers	As Needed	Residents	Subscribers	14 Days	Cost based on Size
Jennie Christensen Show	Program Information Representative, Program Coordinator, Facility Manager	As Needed	Public	Radio	28 Days	No Cost
Leisure Guide	Program Information Representative	Winter (February) and Summer (July)	Residents	Insert in Herald Journal, Library, Chamber, Visitors Bureau, Welcome Wagon	28 Days	\$2,287, 26,000 Homes
Logan City School District Flyer	Program Information Representative, Program Coordinator	Fall and Spring	School Kids and Parents	Sent to Homes through Class Rooms	14 Days	\$287, 4,700
Main Street Banners	Program Information Representative	As Needed	Public	Drive By	1 Year	No Cost
News Releases	Program Information Representative, Program Coordinator, Facility Manager	As Needed	Media, Public	E-mail, Website, Fax	14 Days	No Cost

Permanent Displays	Program Information Representative	As Needed	Public	Lobby, Hallways, Windows	21 Days	No Cost, Printed In-House
Avenue	Owner	Frequency	Audience	Distribution	Timeline	Other
Posters	Program Information Representative, Recreation Division Manager	As Needed	Public	Local Businesses	60 Days	\$150 per 150
Special Promotional Items	Program Information Representative	As Needed	Media, Public	Traditional Hands On	28 Days	Varies on Product
The Valley Channel, Cache Valley Today	Program Information Representative, Program Coordinator, Facility Manager	As Needed	Public	Cable TV	28 Days	No Cost
USU Statesman, Paid Advertisements	Program Information Representative, Program Coordinator, Facility Manager	As Needed	USU Students and Employees	Rack	14 Days	Cost based on Size
Utility Bills	Program Information Representative, Recreation Division Manager	As Needed	Residents	Mail	1 Year	No Cost
Website	Program Information Representative	Ongoing	Public, Media	Ongoing	14 Days	No Cost

MEDIA COMMUNICATION POLICY:

- The Program Information Representative will issue all official department news releases to the media after final approval from the director and staff requesting the news release.
- Items requested through the Freedom of Information Act are to be referred directly to the Director of Parks and Recreation.
- Requests by the media for information on departmental issues, funding, city policies, or controversial topics should be referred to the Director of Parks and Recreation for response.
- If staff members give information to the media, the Director of Parks and Recreation should be notified whenever a government (elected) official or media member visits or schedules a visit to a recreation or park facility.
- Written publicity materials should be proofread and checked for accuracy by at least two other staff members prior to publication.
- Any correspondence from staff written on City letterhead, that expresses an opinion or explains the City's policy on an issue, should be approved by the Director of Parks and Recreation prior to its release.

STAFF MEDIA COMMUNICATION RESPONSIBILITIES:

In the event of media communication, the following staff members have the following responsibilities:

- **Director of Parks and Recreation**
 - The Director of Parks and Recreation is the designated person who will respond to media inquiries pertaining to department policy and personnel. The director shall also respond or designate appropriate personnel to respond to media questions.
- **Division Manager**
 - Each Division Manager will, in consultation with the Director of Parks and Recreation, respond to media inquiries in relation to events, activities, and incidents within their respective divisions. Managers will respond to all media inquiries in the absence of the Director of Parks and Recreation. Managers will provide media information relevant to the activities of their respective divisions.
- **Facility Supervisor**
 - Each Facility Supervisor will refer media inquiries to the Director of Parks and Recreation or appropriate Division Manager. Supervisors will, with consultation from their Division Manager and the Director of Parks and Recreation, provide media information relevant to the activities in their respective facilities occurring during normal operations.
- **Program Coordinator**
 - Each Program Coordinator will refer to the Director of Parks and Recreation or appropriate Division Manager regarding media inquiries. Coordinators will, with consultation from their Division Manager and the Director of Parks and Recreation, provide media information relevant to the programs they are currently overseeing or have implemented.
- **Public Information Representative**
 - The Program Information Representative will act as a liaison designated by the Director of Parks and Recreation between the Logan Parks and Recreation Department and the media. The Program Information Representative will provide media members with appropriate News Releases and other materials for department programs, events, facilities, happenings, and incidents. Facilitate interviews between Logan Parks and Recreation Department personnel and the media and provide current contact information for Department personnel.

EMERGENCY COMMUNICATIONS:

The department will provide media representatives with the most up-to-date information with regard to events and incidents relating to the Logan Parks and Recreation Department. This information, with the exception of that which would jeopardize an ongoing investigation, violate the privacy of an individual and/or violate the provisions of the Freedom of Information Act (5 U.S.C. § 552), shall be provided in a timely manner. In all cases, the

public's right to know will be given the greatest degree of respect in consultation with the City Attorney's office, as deemed necessary by the Director of Parks and Recreation.

In the event of a crisis or emergency, parks and recreation staff on the scene may be asked to make statements or give on-the-spot interviews. If that happens, the following guidelines (provided by the State of Utah Department of Public Safety, Division of Emergency Services and Homeland Security, Basic Public Information Officer Course) should be followed:

- Even if pressured by a reporter, you are not required to give an interview. Just say, "I'm not the best person to answer that question. The person to discuss this with is (name), the (title)." Don't be pressured by the reporter's need to make a deadline.
- Never guess at the answer to a reporter's question. It is perfectly acceptable not to know the answer, just openly admit, "I don't know." If you do give an answer, make absolutely sure it is 100% correct!
- It is okay to express sympathy for someone injured during the crisis. However, direct specific questions concerning the nature or severity of the injuries to the appropriate medical personnel.
- Don't say, "No comment." Reporters may interpret the "No comment" phrase to imply guilt and reluctance to talk with the media. You can say, "At this time, it would be premature and speculative to discuss the matter, pending further investigation."
- Don't speculate on what happened or repeat what you have heard from others at the scene. Many times, one person will speculate on what they think happened and it quickly gets spread by word of mouth to everyone at the scene as fact. Just because everyone is saying it, don't assume it is accurate.
- Don't say anything you don't want to see in print. A negatively phrased joke or sarcasm loses its humor in print and can be very embarrassing when it is read later.
- Never make an "off-the-record statement." The confidentiality of off-the-record statements cannot be guaranteed.
- Feel free to compliment the fire or police departments or fellow staff members for their prompt and professional actions. However, do not make any negative comments about their actions, even if you believe that they are accurate or warranted.
- Never speculate on the liability, damage costs, cause, or future actions that the city might take because of the incident.
- Do not agree to provide any one reporter an "exclusive" interview or story. Provide equal access and identical information to any reporter who requests it.
- If you give an interview or provide information to members of the press, notify the Director of Parks and Recreation of the information provided as soon afterwards as possible.

COMMUNITY RELATIONS

The Logan Parks and Recreation Department places a very high priority on the development of good community relations with department partners and residents within the department jurisdiction. Numerous methods are used by the Logan Parks and Recreation Department to keep the City's residents informed, engaged, and to address the needs of the community. Some examples include:

- The Mayor's Office initiates meetings on a regular basis to discuss city projects and priorities, meet and confer with city officials and develop a feeling of community. The Parks and Recreation Department plays a vital role in these meetings.
- The Parks and Recreation Department maintains a close relationship with City of Logan School District through regular oversight committee meetings. The Department also participates, facilitates, records meeting minutes and disburses them with numerous special event groups, committees, and boards. These include the Pioneer Day Celebration Committee, Independence Day Celebration and Fireworks Show, No Child Left Inside Community Committee, Cache Valley Tourist Council Board, Bear River Health Department Hispanic Health Coalition, BRAG Aging Advisory Council, Parks and Recreation Advisory Board, Logan River Golf Course Advisory Board, Willow Park Zoo Board, Alliance for Youth Partnership, youth and adult sports associations, Tree Advisory Board, and by attending and participating in weekly City Council Meetings and as needed City Council Workshops.

These groups provide Parks and Recreation Department staff and elected officials valuable insight into their particular interests and issues. The meetings also give Department management staff the opportunity to explain upcoming projects, programs, and actions with interested citizens, to ensure that they fully understand what is being planned and why.

Focus groups and/or public meetings are assembled for specific projects such as the Review and Update of the Parks, Recreation, Trails, and Open Space Master Plan and a multitude of capital improvement projects.

Other examples of focus groups and public forums initiated with citizens include:

- Deer Pen Property
- Dog Parks
- Logan Skate Park
- Long Dug Way
- Northwest Park
- Youth City Council

These groups help Parks and Recreation staff make decisions about the size and scope of the projects, set priorities, determine the best funding sources and create community support and excitement for the projects.

Logan Parks and Recreation Department staff is available to give presentations or speeches before college, community, and civic groups as requested. Normally, staff members representing the Department are invited to speak at civic and special Interest groups each year. These meetings allow staff to provide information about programs, services, activities and special events.

The City of Logan uses the public access government channel (i.e. Channel 17) very effectively to inform and involve its citizens. City Council meetings are shown live. Included in these meetings are many informative briefings on parks and recreation issues, accomplishments and programs. The Parks and Recreation Department programs and events are included in almost every City Council meeting agenda and workshop agendas as needed.

COMMUNITY RELATIONS GOALS

- **Tell Our Story**
 - Logan Parks and Recreation Department will look for opportunities to tell our own story rather than relying on external sources to accurately interpret our services, actions, and challenges.
- **Proactive vs. Reactive**
 - Logan Parks and Recreation Department will take a proactive approach to increase the likelihood of accurate interpretations. We will create communication tools that will allow employees and citizens to have complete, accurate and timely information, which will enable audiences to make informed judgments.
- **Engage Stakeholders**
 - Through improved, consistent and proactive communications, Logan Parks and Recreation will strive to increase awareness, participation, and feedback from employees, and citizens.
- **Consistent Messages**
 - Communication activities should support, reinforce and reflect Logan Parks and Recreation's key goals and objectives. This approach will position Logan Parks and Recreation as an essential and effective Department with a common purpose and direction.

MARKETING COMPONENT FUNCTIONS PLAN

MARKETING STATEMENT:

The City of Logan Parks and Recreation Department is committed to providing accurate, timely, and balanced information through a variety of community forums to develop and maintain a close and supportive relationship with its constituents and ensure that its programs, services and initiatives are reflective of the needs of the citizens of Logan.

MARKETING PHILOSOPHY

The City of Logan Parks and Recreation Department is committed to developing and implementing effective marketing goals, research, and strategies that result in a variety of customer driven programs, which meet or exceed the customer's expectations for stated program outcomes, price, convenience, scheduling, and customer service.

MARKETING GOALS:

- Provide accurate, timely information about programs and services to the citizens of City of Logan.
- Educate public on how their tax dollars are being used.
- Encourage participation from under-served groups within the City.
- Motivate/encourage public to participate in planned parks, recreation, leisure, special event and community service programs.
- Educate internal and external customers on the health benefits of recreation participation.
- Help improve community relations through partnerships with groups and organizations to enhance community services.
- Support and advocate the City of Logan Parks and Recreation Department Strategic Plan – mission, values, vision, goals, and objectives through parks and recreation programs/services.

MARKETING RESEARCH:

- Solicit feedback from customers to ensure programs/activities and facilities meet the needs and desires of the citizens and that stated program outcomes are achieved.
- Increase customer feedback opportunities by implementing several public forums targeting specific populations (teen, senior, Hispanic) and increase survey opportunities (internal and external). Information collected will be analyzed and used to target market to each of these specific populations.
- Track usage of the Logan Parks and Recreation website (hit counter).

- Use customer feedback to develop and test the success of at least one new “demonstration project” program or activity. Develop a target market plan for the specific program or activity.

MARKETING STRATEGY:

- Complete added health benefits for all programs and services offered by Logan Parks and Recreation Department and publish in the bi-annual Leisure Guide.
- Through training, increase understanding of the employee’s role in achieving department marketing goals by delivering outstanding customer service.

MANAGEMENT STAFF RESPONSIBILITIES:

- The Director of Parks and Recreation is the chief contact with the media.
- The Program Information Representative is responsible for layout and design of printed material, coordination of printing with internal and external print shops, timely updates of electronic web media, completion and disbursal of the Department’s bi-annual Leisure Guide, and issuing official department new releases.
- Division Managers and Program Coordinators meet each year with the Program Information Representative and are responsible for helping to identifying marketing and promotion strategies for their area of responsibility. They are also responsible for gathering evaluation data through program evaluations, surveys, and public input.
- Both the Logan Community Recreation Center staff and Administrative staff are responsible for familiarizing themselves with program material and distributing information for walk-in and telephone customers.
- Numerous City/Department Boards and Committees assist staff by distributing marketing materials, answering questions and provide networking assistance to citizenry.

SUMMARY:

- Through training, Parks and Recreation Department staff can be in a position to correctly, accurately, and in a timely manner address and provide information to the media.
- Parks and Recreation staff can be skilled and professional in our relationship with the public and the media.
- Parks and Recreation staff can strengthen community relationships using a variety of avenues and available resources.
- Parks and Recreation staff can address the needs of the community through marketing goals, research, and strategies.