

# DEPARTMENT POLICY - MARKETING

## Public Relations Policy & Procedure-DRAFT

Approved By:PRFB  
Date Approved: 3-19-18

### PUBLIC INFORMATION STATEMENT:

The City of Waukesha Parks, Recreation and Forestry Department (WPRF) recognizes that effective community relations are essential to success in meeting current and anticipated citizen needs. Communication must be a “two-way dialog” between the Department and the community. In order to foster the aforementioned dialog, department employees must:

- A. Take an active role to inform the public about the essential park, recreation and urban forestry services afforded to them; and
- B. Actively seek and listen to the views and concerns of the citizens we serve. This information also must be communicated to department administration, related boards/committees and elected officials.

The City of Waukesha Parks, Recreation and Forestry Department (WPRF) is a major publicly financed department whose image impacts City of Waukesha government and services. Therefore, significant effort and consideration is made to establish and maintain sound public relations practices primarily directed toward the public, media, area businesses, and community organizations.

### Communication and Engagement Division

In January of 2023, a new division under the City Administrator was formed called the Communications and Engagement Division. As this group organizes the procedures and plans for the division, this policy/plan will be updated. Currently, social media posts, some public statements and press releases are to be sent to this group for distribution.

### Oral Statements/Interviews

Written materials or oral statements impacting the department are submitted in advance to the Director or designee for approval prior to publication or public statement. Employees approached by the press are not permitted to engage with the press unless permission has been received from the Director or designee (Customer and Administrative Services Manager).

### Promotion Procedures

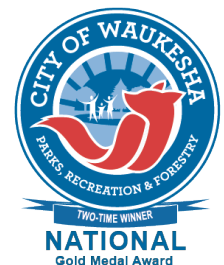
The Customer and Administrative Services Manager (CASM) reports to the WPRF Director and supports staff in promoting all department programs and services to the public through seasonal activity guides, brochures, videos, websites, electronic mail and a variety of printed and non-printed materials. Social media procedures are being developed in conjunction with the newly formed City division as it gets organized. The Department Marketing Coordinator and related administrative staff provide support in

## City of Waukesha Parks, Recreation and Forestry

Tel 262-524-3737

1900 Aviation Drive  
Waukesha, WI 53188

[www.waukesha-wi.gov](http://www.waukesha-wi.gov)  
[prf@waukesha-wi.gov](mailto:prf@waukesha-wi.gov)



developing and coordinating said public relations activities.

The CASM also assists staff in promoting activities via the media (newspapers, magazines, radio, and television) and responds to media requests for additional information, interviews, photographs or video footage delegating said responses to appropriate staff. The Special Events Coordinator may directly interact with media when promoting special events.

### **Communication Plan Philosophy**

In addition, the Department Communication Plan adheres to the following standards to foster and maintain an “open” communications philosophy:

- The Department will provide employees with information before or simultaneously with, release to the public whenever possible.
- The department will provide citizens/employees a broad understanding of why things happen and what they mean to them.
- The Department will provide employees with solid information about personnel practices, programs and benefits.
- The Department will foster a climate of openness by: providing citizens/employees with channels of communication for their ideas and concerns; by listening and responding to them; and recognizing their achievements.
- The Department will provide managers/supervisors with the information and communications tools they need to be effective communicators in carrying out organizational objectives.
- Please refer to the Community Relations Plan, Marketing Plan and Communication Manual for more information.

**Reviewed:** MPCS Committee: 2/25/13, 3/5/18, 2/15/23

**Approval:** PRFB 3/19/18, 3/20/23?

Note: Updated 1/23/23