

# ERIE COUNTY WATER AUTHORITY

## **GUIDELINES FOR MEDIA INQUIRIES**

The Erie County Water Authority (ECWA) formally adopted a media policy at its August 22, 2013 board meeting.

This policy is intended to protect the interests and reputation of the organization, its employees, Commissioners, and customers, especially during crisis situations.

The only authorized employee at the ECWA that has permission to speak to the media is the Secretary to the Authority and only when the Secretary is explicitly directed to speak to the media by the Board of Commissioners. In all other instances, a representative from the ECWA's public relations agency will act as spokesperson and only when explicitly directed to do so by the Board of Commissioners or Secretary.

Each ECWA Commissioner has the prerogative to speak to the media. These communications should be shared with the Secretary to the Authority in order to coordinate all media inquiries.

All phone calls, emails or any other communications made to the ECWA by officials from the news media should be referred to the Secretary to the Authority, who, in turn, will contact the organization's public relations agency. The primary contact is Terrence D. McCracken. Terrence can be reached at 716-685-8245 or [tmccracken@ecwa.org](mailto:tmccracken@ecwa.org).

No member of the news media is allowed entrance to the ECWA's offices or facilities without first contacting the Secretary to the Authority or the ECWA's public relations agency. This does not pertain to meetings of the Board of Commissioners, which are open to the media and the public, or any other meetings subject to the Open Meetings Law.

Requests for interviews by members of the news media will be managed by officials from the ECWA's public relations agency in conjunction with the Secretary to the Authority. News releases, statements and other communications to the media from the ECWA will be developed and distributed by its public relations agency. Prior to distribution, these materials must be approved by the Secretary to the Authority and/or Board of Commissioners.

Finally, reporters and other members of the media are expected to conduct themselves in a professional manner at all ECWA facilities and public meetings. Any actions that are determined to be otherwise will result in the media representative being asked to leave the premises.



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