
01/26/2010 12:22 PM To
pdl r9 monongahela all employees@FSNOTES cc Subject
what to do if you get a call from the media

Partly due to the increased scrutiny surrounding
ARRA work and partly due to a relatively new
administration, we remain under strict instructions
for talking with the media. So, a reminder:

If you receive media calls that fall under the
following categories you cannot talk to the
reporter, but should instead get their contact
info and get in touch with me:

1. contacts by a member of the national media
on ANY subject
2. contacts by a local or
regional reporter seeking information about a
national issue including policy and budget
issues.

The trigger word is national...national news outlet
or a national issue.

National news outlets are probably easier to
understand than national issues. National media
outlets include the Washington Post, NY Times, US
Today, most TV stations, The Weather Channel, etc.

Issues can be harder to understand.

An example...a regional reporter calls and asks
about hours of operation of our campgrounds...not
a problem to talk with them on this point. Then the
reporter asks about status of legislation to repeal
some recreation user fees in parts of the country.
Even if you are up to speed on this point it has
crossed the line into a national (and policy) issue
so let the reporter know they need to contact our
Washington office, ask for their contact
information, and let me know about the inquiry.
Best you refer the reporter to the WO rather than

to me as I will only have to refer them and thus add another layer but I can certainly do so if needed.

National issues can be policy or legislative questions; or any topic related to accountability (like how we're implementing ARRA); or a resource topic that has been in the national media lately, like gas or wind development on public lands; or topics related to on-going litigation.

Similarly we are required to seek clearance for press releases and information we actively seek to distribute to the media on national issues.

If you have questions....please ask.

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