

# DHHS POLICIES AND PROCEDURES

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<b>Section III:</b>	<b>Communications</b>
<b>Title:</b>	<b>Media Training Manual</b>
<b>Chapter:</b>	<b>Table of Contents</b>
<b>Current Effective Date:</b>	<b>8/1/02</b>
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## **Introduction**

## **Media Policy**

### **Communication Plans**

- Press Release
- Fact Sheets
- Web Sites
- News Conferences
- Media Events
- Interviews
- Columns
- Op-Eds

### **All Media Are Not the Same**

- Television
- Radio
- Newspaper

### **Interviews**

- Preparation
- Television Interviews
- Radio Interviews
- Print Interviews

### **Making Corrections**

- Headline Errors
- Factual Errors

- Quotation Errors
- Tone Problems
- Inserting Missing Material
- Letters to the Editor
- Op-Eds

## **Crisis Communication**

## **Media Events**

- Planning

## **Open Meetings and Public Records**

## **Learning More**