



UTAH INLAND  
PORT AUTHORITY

DRAFT

Board  
Media Policy

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**Revision Table**

Version	Effective Date	Revision Author	Summary of Revisions
1.1	May 17, 2022	Jill Flygare	Updated to new policy template Updated recommended changes to policy

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## BP-03 Media Policy

### I. Purpose Statement

The policy is intended to provide positive, consistent and valuable messaging across the organization.

### II. Regulatory / Legislative Requirements

None

### III. Scope

This policy is established to provide guidelines and procedures to maintain consistency in voice, tone, messaging, and transparency.

### IV. References

None

### V. Definition

Term	Definition
None	

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### VI. Roles & Responsibilities

None

### VII. Policy

Effective communications and working with media are critical to implement a transparent process and further the Utah Inland Port Authority (UIPA) mission. In our communications with members of the media, we will be prompt, helpful and honest. The UIPA communications team will work with reporters through the process and adhere to the following guidelines:

Spokespeople:

1. The CEO/Executive Director serves as the official spokesperson of the organization;
2. The chair may designate subject matter experts as needed, including an alternative spokesperson if appropriate;
3. The chair of the UIPA board may speak on behalf of the organization when requested.



## BP-03 Media Policy

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### Process:

1. Media inquiry should be referred to the UIPA communications director.
2. All media inquiries should be answered as quickly as possible.
3. Inquiries should include:
  - a. Name of the person calling,
  - b. media organization,
  - c. topic, and
  - d. deadline.
4. Board members should not respond to media directly, direct all requests to the communications director.
5. The communications director will assess the inquiry and vet the inquiry through the executive director and chair of the board as needed.
6. The communications director will brief and provide talking points as needed.
7. Subject matter experts will be called upon to assist with talking points.
8. In the case of critical significance to UIPA, the communications director will work with the executive director, board chair and others as directed, to craft specific statements.
9. As needed, legal counsel may review statements made to media or the general public.
10. The communications director is responsible for the development and dissemination of communications to the media including releases, statements, social media and website updates.
11. Ideas for articles, releases or statements should be routed through the communications director.
12. Issues not available to reporters are those regarding legal and personnel issues or those issues resulting in harm as permitted under the Open and Public Meetings Act and Government Records Access and Management Act.

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