



February 8, 2017

IOWA INSTRUCTION 260-382 – WORKING WITH MEDIA

IA382.0 PURPOSE

This Iowa Instruction provides updated information on the procedures to follow when working with state and local media. The update provides new Freedom of Information Act (FOIA) contact information listed on page six of the attachment, "Guidelines for working with the News Media."

IA382.1 SCOPE

These instructions will be followed by all staff.

IA382.2 FILING INSTRUCTIONS

This Iowa Instruction will be posted on the Iowa NRCS Employee Website, which can be accessed under the Topics/People/NRCS Employees/Iowa NRCS eDirective, or at this link [Iowa NRCS eDirectives website](#).

IA382.3 EXHIBITS

See attachment.

/s/Kurt Simon
State Conservationist

Attachment

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Title IA260 – Iowa Instruction

IAI 260-382 – Working with Media

Part 382 – Working with Media

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Subpart A - General

IA382.0 Purpose

This Iowa Instruction provides updated information on the procedures to follow when working with state and local media. The update provides new Freedom of Information Act (FOIA) contact information listed on page six of Exhibit A “Guidelines for working with the News Media.”

IA382.1 Background

From time to time NRCS staff may have contact with the news media. A reporter may call you to ask questions about a program or project you're working on or issues that relate to conservation. In most cases, NRCS's media policy is an open one. Some organizations only allow a single spokesperson to speak with reporters. Our approach is to help reporters get information in an expedient manner.

When helping a reporter obtain accurate information in a timely manner, it helps to ensure positive news coverage of NRCS and of local agriculture and conservation. If handled incorrectly though, interaction with the media can result in a story that is inaccurately reported or negatively presented. It can take months and even years to undo the damage done by one bad news story.

There may be times when it is not appropriate for you to speak with a reporter, but instead refer them to a designated spokesperson or another organization. There are also federal government restrictions on what information can be released to the media.

The Public Affairs Officer is always available to handle media calls directly, provide you with guidance or assistance in responding to media inquiries, and to assist in your outreach efforts by helping you get publicity.

This instruction will help explain when it's okay to respond to the media, when you need to refer those requests to the public affairs office, and provide tips for working with the media.

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Subpart B – Exhibits

IA396.10 Exhibit A – Guidelines for working with the News Media