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Title: Media Relations & External Communications Process		

1.0 PURPOSE:

The purpose of this procedure is to define the process for media relations and external communications.

2.0 RESPONSIBILITIES:

- 2.1 NTTA Media Relations Manager – The NTTA’s Media Relations Manager shall be responsible for managing all media inquiries. The NTTA communications department shall be responsible for designating an NTTA Media Relations Manager to serve as the spokesperson.
- 2.2 Public Involvement (PI) Manager – The public involvement manager shall be responsible for ensuring that corridor/project managers and Project Delivery staff are enforcing the external communications and media relations policies.
- 2.3 Project Communications Manager – The project communications manager shall be responsible for verifying that the Project Delivery Department is following the external communications and media relations policies and procedures.
- 2.4 Corridor Manager (CM)/Project Manager (PM) – The corridor manager or project manager shall be responsible for applying the external communications and media relations policies and procedures established herein.
- 2.5 Public Involvement (PI) Staff – The public involvement staff shall be responsible for supporting the project communications manager and the Media Relations Manager in the external communications and media relations efforts described herein.

3.0 SCOPE/APPLICABILITY:

This procedure shall apply to all NTTA projects and corridors.

4.0 REFERENCES:

- [NTTA Project Communications Manual](#)
- [PI-06 Corridor Progress Report procedure](#)

5.0 DEFINITIONS & ACRONYMS

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6.0 PROCEDURES:

- 6.1 **Media Relations** – All media inquires shall be directed to the NTTA Media Relations Manager. Corridor managers, project managers, or other Project Delivery staff shall provide the media representative with the Media Relations Manager name, phone number and email. In addition, the corridor manager/project manager or public involvement representative shall contact the Media Relations Manager immediately following the inquiry.

- 6.2 **External Communications** – Stakeholder relationships shall be managed by designated public involvement representatives who assist corridor managers or project managers and the NTTA communications department. Written requests for information by stakeholders, the media, or public shall be immediately forwarded to the project communications manager and the designated public involvement representative. The project communication manager shall distribute the request immediately to NTTA legal counsel and copy the NTTA communications director. Requests shall be distributed to these departments on the day of receipt.

- 6.3 The public involvement department shall work with the NTTA project communications manager to issue monthly one-page corridor progress reports in accordance with, *PI-06, Corridor Progress Report* procedure, based upon information provided by the program management office team and individual meetings with corridor managers or project managers. The information is used for general distribution and talking points for the NTTA Media Relations Managers who are part of the NTTA communications department.

- 6.4 If a critical communications issue arises in external meetings or if a critical communications issue is anticipated in an upcoming external meeting, the public Involvement representative shall immediately notify the project communications manager, the NTTA communications director, and copy senior Project Delivery staff.

7.0 REGULATORY REQUIREMENTS:

- Texas Public Information Act

8.0 RELATED BOARD POLICY:

N/A

9.0 COMPONENT DOCUMENTS:

N/A

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10.0 FLOWCHART:

N/A

11.0 REVISION HISTORY:

Revision	Revised by:	Date Issued	DRN	Reason for Revision
0	Leigh Hornsby	06/05/2008		Original Issue
1	Leigh Hornsby	07/10/2008		Added NTTA Communications Manual Reference and spelled out titles/roles
2	Leigh Hornsby	10/09/2009	10028	Deleted "Guiding Principle", 2.4 Added "(PM)" to Project Manager, 6.2 Changed "manager" to "director".
3	Leigh Hornsby	04/28/2011	10269	Change reference of Public Information Officer to Media Relations Manager