

TEXAS A&M PUBLIC WORKS RESPONSE TEAM STANDARD OPERATING GUIDELINES

PUBLIC RELATIONS AND TX-PWRT REPRESENTATION

VOLUME NO. 1

REFERENCE NO. 1-05

1.00 PURPOSE

- 1.01 To provide guidelines for members in representing the TX-PWRT during media interviews or correspondence.

2.00 OBJECTIVE

- 2.01 To provide guidance for the responsibilities and duties of TX-PWRT personnel during media interviews and correspondence.

3.00 DEFINITIONS

- 3.01 **Media:** the means of communication to the public through communications streams such as radio, television, newspapers, magazines, or news outlets.

4.00 GENERAL GUIDELINES

- 4.01 No member of the TX-PWRT other than the Team Leader, Operations Chief, or Division/Agency Public Information Officer (PIO) at a deployment, shall release information, give an interview relating to the TX-PWRT or a TX-PWRT deployment, without obtaining clearance from the Director or TX-PWRT Operations Chief. No member shall express their opinion on an official position of the TX-PWRT.
- 4.02 No member of the TX-PWRT, other than the Team Leader, Operations Chief or Public Information Officer, shall represent the TX-PWRT in a correspondence or article without official clearance or approval. Members should not make statements or sign Texas A&M Public Works Response Team and their team position on any correspondence without approval. Approval can be obtained through the Operations Chief or through the Public Information Officer.
- 4.03 No member shall make a statement or write a correspondence concerning any political view or position concerning the TX-PWRT. Members should refer inquiries up the chain of command to the Operations Chief, Public Information Officer or Team Leaders.

- 4.04 Members may release information concerning the date, time, and location of a TX-PWRT event or deployment. They may release their name and team position. All other information requests must be forwarded up the chain of command.
- 4.05 TX-PWRT uniforms and TX-PWRT branded clothing or other apparel should not be worn when not involved in operations or activities directly related to TX-PWRT deployments, TX-PWRT trainings, TX-PWRT classes, or events in which a member is officially representing the TX-PWRT
- 4.06 Uniforms or branded apparel will not be worn while participating in events that could discredit the TX-PWRT, political activities, private employment, or at establishments that primarily operate to serve alcohol.
- 4.07 The TX-PWRT brand and name is a protected trademark and a well-recognized symbol of the TX-PWRT and its service to the State of Texas. All uses of the logo, brand, or name require prior written approval. Any member or organization wanting to put the TX-PWRT logo(s) on an item or create a likeness requires prior written approval from the TX-PWRT Director or delegate; requests should be made via the Public Information Officer.