

**Reference :** EXECUTIVE  
**Section :** CORRESPONDENCE / COMMUNICATION  
**Title :** MEDIA GUIDELINES  
**Policy Number :** 01-03-01  
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## **I PURPOSE**

The purpose of this policy is to define the protocol for contact with the media.

## **II POLICY**

The Executive Director is the prime designated media spokesperson for the Authority on all matters pertaining to NFTA policies, plans, and decisions. If the Executive Director is unavailable, or if the media request concerns only background or statistical information the matter is to be handled by the Director of Public Affairs. In the event of police, or fire emergency, the chief of police and fire chief are authorized to provide information to the media. There are a number of **Subject Matter Experts**, or "SMEs" within the NFTA, these employees can be utilized when media inquiries are specific to their field of expertise to best educate the public on projects or services within the NFTA. These SMEs can be made available with the authorization and support (media training and coaching) of the Executive Director/Director of Public Affairs.

Media representatives must have prior authorization from the Director of Public Affairs prior to entering upon any Authority facility. Public access areas such as rail stations, rail cars and buses, Airports and Transportation Centers public areas are exempt.