



Parks & Recreation Commission Meeting Agenda

June 12, 2023
5:30 PM – Regular Meeting
Council Chambers
400 N. Douty St.

CALL TO ORDER:

ROLL CALL:

FLAG SALUTE:

PUBLIC COMMENT:

This is the time for citizens to comment on subject matters not on the agenda and that are within the jurisdiction of the Commission. This is also the public's opportunity to request an item from the Consent Calendar be pulled for discussion purposes or to comment on any item on the agenda. A maximum of three minutes is allowed for each speaker. Please begin your comments by stating your name and providing your city of residence.

CONSENT CALENDAR:

Consent Calendar items are considered routine and will be enacted in one motion. There will be no separate discussion of these matters unless a request is made and then the item will be removed from the Consent Calendar to be discussed and voted upon by a separate motion.

- A. Approval of the Minutes for the Meeting held April 10, 2023

CITY OF HANFORD MEDIA POLICY:

- A. Overview of Media Policy

DIVISION UPDATES:

- A. Parks Division Updates
- B. Recreation Division Updates
- C. Director's Updates

GENERAL BUSINESS:

- A. 2023 NRPA Agency Performance Review

FUTURE AGENDA ITEMS:

ADJOURNMENT:

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available to public inspection in the City Clerk's Office located at 319 N. Douty Street, Hanford, California 93230, during normal business hours. Such agendas are also available at the city's website, www.cityofhanfordca.com subject to staff's ability to post the agenda before the meeting.

If you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's office, 559-585-2515, 319 N. Douty Street, Hanford, California 93230, at least 2 days prior to the meeting {28 CFR 35.102.35.104 ADA Title II}



AGENDA STAFF REPORT

MEETING DATE: 6/12/2023	AGENDA SECTION: CONSENT CALENDAR
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SUBJECT:

Approval of the Minutes for the Meeting held April 10, 2023

RECOMMENDATION:

Recommendation:

Recommended Motion: Approve the Minutes for the Meeting held April 10, 2023.

BACKGROUND:
FISCAL IMPACT:

N/A

ATTACHMENTS:

1. Parks and Recreation Commission April 10, 2023 - Minutes



**Parks & Recreation Commission Regular Meeting
Minutes**

**April 10, 2023 5:30 PM
Council Chambers
400 N. Douty St.**

CALL TO ORDER:

Chair Commissioner Kelley called the meeting to order at 5:30 pm.

INTRODUCTION TO NEW COMMISSIONERS:

The commission welcomed two new commissioners, Sheldon Blackwell and Judy Scott (alternate commissioner).

ROLL CALL:

Attendee Name	Title	Status	Arrived
Joseph Castaneda		Present	
Gregory Kelley		Present	
Carolyn Hudgins		Present	
Jim Castleman		Present	
Sheldon Blackwell		Present	
Judy Scott		Present	

FLAG SALUTE:

Chair Commissioner Kelley led the flag salute.

PUBLIC COMMENT:

This is the time for citizens to comment on subject matters not on the agenda and that are within the jurisdiction of the Commission. This is also the public's opportunity to request an item from the Consent Calendar be pulled for discussion purposes or to comment on any item on the agenda. A maximum of three minutes is allowed for each speaker. Please begin your comments by stating your name and providing your city of residence.

Mayor Travis Paden, City of Hanford resident, welcomed the two new commissioners.

Mickey Stoddard, City of Hanford resident, expressed concern about the Longfield Fitness Center fees.

Bob Ramos, City of Hanford resident, requested that the Longfield Fitness Center fees be removed. Mr. Ramos would also like more attention given to Hidden Valley Park.

City Council Member Lou Martinez, City of Hanford resident, commented on the history of the Longfield center and the changes made over the past few years.

CONSENT CALENDAR:

Consent Calendar items are considered routine and will be enacted in one motion. There will be no separate discussion of these matters unless a request is made and then the item will be removed from the Consent Calendar to be discussed and voted upon by a separate motion.

None.

DIVISION UPDATES :

A. Parks Division Updates

Parks and Facilities Winebrenner did not have updates for the commission due to being out of town. All questions were addressed.

B. Recreation Division Updates

Recreation Coordinator Kaitlyn Lusk presented the recreation division updates.

March

- 4, 11, 18, 25: Kids in the Kitchen (34 kids at Coe Park Hall)
- 7, 14, 21, 28: Food Truck Takeover (Tuesday's)
- 17: Zumbathon (200 people)

April

- 1: Food Truck Takeover on Court Street in Civic Park
- 3 - 7: Spring Day Camp (25 kids at Coe Park Hall)
- 6: Ghost Hunter Show Premiere at Courthouse Stage Area
- 4, 11, 18, 25: Food Truck Takeover Tuesdays
- 7: Egg Hunt
- 21: Mother & Son Date Night
- 22: Daddy & Daughter Date Night

May

- 4: Thursday Night Market Place Starts
- 5: Cinco De Mayo Zumbathon
- 6: Food Truck Takeover
- 5, 6, 7: Lifeguard Certification Training
- 9, 16, 23, 20 Tuesdays Food Truck

CIVIC FACILITY RENTALS

- Autism Awareness Run
- Oakview Congregation Conference
- DHIA Annual Dinner
- Holiness Pentecostal Annual Dinner
- COS Luncheon
- Hanford Baseball Booster Dinner
- Auction House Event
- Excellence in Education
- Daddy Daughter Dance
- Mother Son Dance

- United Way Luncheon
- Kings County Mexican American Dinner
- Hanford Prom
- National Day of Prayer
- Kings Valley Academy Prom
- Shelly Baird Graduation

WE'RE HIRING!

- Longfield (4 openings)
- Rec Leaders for Summer Day Camp (4 openings)
- Facility Host (2 openings)
- Lifeguards

All questions were addressed by Recreation Coordinator Kaitlyn Lusk and Director Albert.

C. Director Updates

- Farewell to two staff members –Armando de Silva and Jerald Campbell
- Heroes Park – Council approved Purchase and Sale Agreement and open of Escrow on 40-acres
- Prop 64 grant application - recommended for funding to establish a Boys and Girls Club at Coe Park.
- CLEAN California Grant Application – Due April 28th, Civic Park renovation, Court Street Promenade, replacement of trash/recycling containers in the downtown business district and Civic Park.
- Hidden Valley Park Community Outreach – Three outreach events in May and online survey.
- Walk with a Doc Program – Partnership with Adventist Health. First walk held on March 18th at Freedom Park and second walk is scheduled for this Saturday at 9 am at Centennial Park.
- Fitness Court Orientation Classes – Every Saturday at 9 am.

Director Albert addressed all questions from the commissioners.

GENERAL BUSINESS:

A. Discussion on the Longfield Fitness Center Membership Fees

Director Albert presented the Longfield Fitness Center membership fees to the commission.

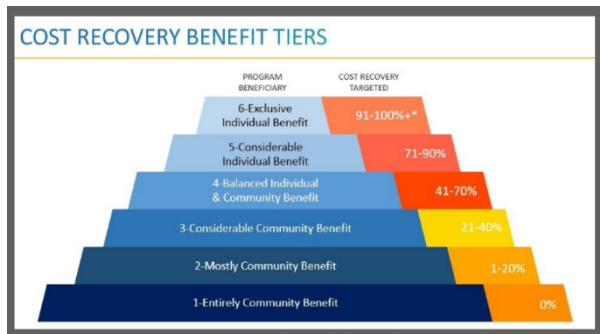
CURRENT PER-MONTH MEMBERSHIP FEES			
Adults (16-59)		Seniors (60+)	
Package	Fee	Package	Fee
Day	\$5	Day	\$5
Monthly	\$12	Monthly	\$10
Quarterly	\$10	Quarterly	\$8.33
Annual	\$8.33	Annual	\$6.25

EXPENSES

Start-up Costs		Ongoing Monthly Costs	
Item	Cost	Item	Cost
Equipment	\$75,000	Fitguard Maintenance	\$98
Membership Sys.	\$3,829	Staffing	\$8,160
Renovation	\$17,000	Utilities	2,506
TOTAL	\$95,829	Internet/Streaming	\$85
		TOTAL	\$10,849

ANNUAL REVENUE/EXPENSE SUMMARY

Annual Expense	\$130,188
Annual Revenue	\$26,211
Net Rev/Exp	-\$103,977
Cost Recovery %	20%



There was a lot of discussion regarding the history, updates, and future of the Longfield center. All questions, comments, and concerns were addressed by Director Albert.

Chair Commissioner Kelley made a motion that a recommendation be made to the city council to reevaluate and reduce the current fees for the Longfield center. Commissioner Castaneda commented on the motion, that he is in favor of the fitness center fees remaining in place with no changes.

RESULT: PASSED
MOVER: Kelley
SECONDER: Castleman
AYES: Blackwell, Castleman, Kelley
NAYS: Castaneda, Hudgins

Director Albert clarified that only the city council has authority to change fees and informed the commission that staff is not in favor of reducing the fees.

FUTURE AGENDA ITEMS:

Commissioner Castaneda requested that ice rink purchasing be added to the next meeting.

Commissioner Hudgins requested that the Longfield fitness center marketing be discussed on a future agenda.

ADJOURNMENT:

Chair Commissioner Kelley adjourned the meeting at 7:13 pm.



AGENDA STAFF REPORT

MEETING DATE: 6/12/2023

AGENDA SECTION: CITY OF HANFORD
MEDIA POLICY

SUBJECT:

Overview of Media Policy

RECOMMENDATION:

Recommendation: The Parks and Recreation Commission receives the presentation on the City of Hanford Media Policy.

Recommended Motion:

BACKGROUND:

The purpose of the City of Hanford Media Policy is as follows:

To establish a clear and consistent media policy for City of Hanford council members, members of City commissions, and employees to accurately and effectively respond to requests from members of the media in a timely and professional manner. The policy includes but is not limited to all interactions (in-person, phone, text, online/social media, etc.) involving print, broadcast, radio and digital media. The City recognizes the important relationship between local government and the press, and as such, believes it is incumbent upon all City staff and elected and appointed officials to anticipate media requests and use this policy as a guide when responding to those requests.

FISCAL IMPACT:

N/A

ATTACHMENTS:

1. City of Hanford Media Relations Policy



City of Hanford Media Policy

May 2023

Brian Johnson, Community Relations Manager

559-302-6233

btjohnson@hanford.city

Purpose:

To establish a clear and consistent media policy for City of Hanford council members, members of City commissions, and employees to accurately and effectively respond to requests from members of the media in a timely and professional manner. The policy includes but is not limited to all interactions (in-person, phone, text, online/social media, etc.) involving print, broadcast, radio and digital media. The City recognizes the important relationship between local government and the press, and as such, believes it is incumbent upon all City staff and elected and appointed officials to anticipate media requests and use this policy as a guide when responding to those requests.

Policy:

If a member of the media contacts you, please contact the City's Community Relations Manager (CRM) at 559-302-6233 or btjohnson@hanford.city and describe the details of their request, including:

- The media outlet
- The reporter's name
- The reporter's question/s
- If the reporter's request is only for written responses to questions, the reporter's timeline/deadline to receive a response
- If the reporter's request is for an interview, *how* they will be conducting the interview (in-person, on-camera, over the phone, Zoom, etc.)
- For reporter interviews, *when and where* it will take place
- Council members should remember that a reporter may not easily differentiate between a council member's personal opinion and the city council's position regarding a matter. If a council member shares their personal opinion, the council member should clearly inform the reporter that the council member is sharing their personal views and is not speaking on behalf of the City or the city council.
- City employees are not authorized to comment for the City without prior approval from the CRM or the City Manager. An employee who is authorized to comment on the City's behalf shall offer statements that are consistent with those authorized by the CRM or the City Manager.

For interviews, please consider any needs you may have in order to be properly prepared. An example might be a consultation with another City staff member, department head, or the City attorney. The CRM may be able to assist you by performing research prior to the interview. The CRM may also provide guidance on the most appropriate interview format, or whether, in certain cases, written responses and/or a written statement should be provided instead of an interview.

Also consider if it may be beneficial to have the CRM or another City staff member present during the interview. They may be able to answer questions that you cannot.



City of Hanford Media Policy

May 2023

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In the event the community relations manager is unavailable, please contact the City Manager at (559) 585-2516 or mcifuentez@hanford.city.

Press Releases

- Press release or media advisory production and distribution is the responsibility of the CRM, with final approval by the City Manager. If you have a press release/media advisory suggestion, please contact the CRM. Please provide as much information about the topic or event as possible.
- Press releases and media advisories should pertain to City topics/events. The City will not produce/distribute press releases/media advisories on behalf of other individuals, organizations, or businesses; provided however, the City may share the press releases of other public agencies as part of the City's effort to inform its residents of current events and conditions. Please contact the CRM with any questions.
- Press releases will be sent to members of the media, posted to the City [website](#), and in certain cases, posted to the City's social media platforms.

Media Events and Press Conferences

- Any media events (examples: groundbreakings, celebrations, announcements) will be approved by and coordinated with the CRM.
- Any press conferences (examples: police or fire announcements or investigation updates) will be approved by and coordinated with the CRM.
- The designated press conference location will be the City Hall training room (319 North Douty Street). Media members will be required to sign in upon arrival at the press conference.

Some Tips when Speaking to or Interviewing with Members of the Media

- Most reporters will decline to provide a written list of questions in advance of a scheduled interview. However, it is always ok to ask, and a reporter may agree to provide a general line of questioning if nothing else.
- Be prepared to provide your full name and title at the start of an interview.
- It is ok to say you don't have the answer and that you will follow up with the reporter later. Do not try to give your best guess or give an estimate when you are not sure what



City of Hanford Media Policy

May 2023

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the correct answer is. When offering statements to the media, speakers should remember the old adage that “you cannot unring a bell.”

- If you don’t like how you answered a reporter’s question, it is ok to politely ask if you can start over. However, it is ultimately a reporter’s decision on whether to grant that request.
- Reporters and the general public are often unfamiliar with government acronyms and jargon. Avoid them in order to clearly communicate and avoid confusion.
- It is ok to be friendly with reporters, but to represent the City in a professional and positive way, refrain from talking too much about your personal life or asking too many questions about theirs.
- If you have concerns about a reporter’s behavior during an interview, do not become combative. Seek to defuse the situation. If the reporter continues to act inappropriately, politely end the interview and refer the reporter to the CRM.
- Discriminatory or harassing statements regarding race, creed, color, age, religion, gender, marital status, status regarding public assistance, national origin, physical or mental disability, or sexual orientation must be avoided. Persons making remarks to the media should remember that statements meant as compliments may be discriminatory or harassing in nature (e.g., complimenting a person’s appearance).
- The City is prohibited by law from utilizing public resources for political purposes. For example, the City, including council members, commissioners, and employees, may not use City resources to support or oppose a political candidate or ballot measure. Political activities must occur on a person’s personal time and in their personal capacity. Any political endorsement should be accompanied by a statement that the person giving the endorsement is doing so in their personal capacity and not as an authorized representative of the City. Use of the seal, emblem, or logo, of the City or a department of the City for political purposes is strictly prohibited.
- Do not ask reporters to view or obtain a copy of the interview and/or story before it is published or airs. This goes against journalism ethics and the answer will almost always be “no.”

Categories of Media Interactions/Interviews

The Associated Press Stylebook

On the record: The information can be used with no caveats, quoting the source by name.

Off the record: The information cannot be used for publication.

Background: The information can be published but only under conditions negotiated with the source. Generally, the sources do not want their names published but will agree to a description of their position.

Deep background: The information can be used but without attribution. The source does not want to be identified in any way, even on condition of anonymity.



City of Hanford Media Policy

May 2023

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Other Items of Interest

1. Public Records Requests

Reporters may express interest in filing a public records request, pursuant to the California Public Records Act (PRA). Records disclosable under the PRA come in numerous forms, including, emails and text messages involving City business that are located on a private computer, tablet, or smart phone of a council member, commissioner, or City employee; such records must be retained in accordance with the City's document retention policy, and a person possessing public records on a personal device should contact the City Clerk prior to deleting such material. Public Records requests can be made by contacting the City Clerk's office at ncorral@hanford.city or by calling (559) 585-2515.

2. Media access

Questions and/or concerns about media access, including recording devices or equipment, should be directed to the CRM.

Members of the media and public are allowed to record public meetings pursuant to the Brown Act (California Government Code 54953.5 (a)).

Any person attending an open and public meeting of a legislative body of a local agency shall have the right to record the proceedings with an audio or video recorder or a still or motion picture camera in the absence of a reasonable finding by the legislative body of the local agency that the recording cannot continue without noise, illumination, or obstruction of view that constitutes, or would constitute, a persistent disruption of the proceedings.

California Penal Code 409.5 (d) grants members of the media access to areas closed to the public during a calamity or disaster (flood, storm, fire, earthquake, explosion, accident).

This section shall not prevent a duly authorized representative of a news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section.

3. Consent to record

California is one of a dozen states, "where the consent of all parties is required in order to record a conversation...This requirement of consent extends only to conversations where there is some expectation of privacy, and does not prohibit tape-recording at speeches, press conferences and similar public events." (*AP Stylebook 2017*)

4. Media Training Manual and Bridging Statements (Attached)

(From FEMA's *Public Information in an All-Hazards Incident*)



Appendix

J

Media Training Manual



Introduction

This media training manual was designed to help spokespersons respond to media inquiries during any type of situation or under a variety of circumstances.

During an incident, the media will want answers to a number of questions:

- Who is in charge?
- What are you doing for people who are injured?
- Is the situation under control?
- What can we expect?
- Why did this happen?
- Why was this not prevented?
- What else can go wrong?
- When did you begin working on this? Were notified of this? Determined this?
- What do these data/information/results mean?
- What are you not telling us?

When responding to the media Public Information Officers (PIO) should:

- Provide only information that has been approved by the appropriate individuals (local, state, and/or federal).
- Refrain from speculation.
- Repeat the facts about the event.
- Describe what the jurisdiction is doing about the crisis.
- Describe what other organizations are doing.
- Explain what the public should be doing.
- Describe the data-collection and investigation process.
- Describe how to obtain more information about the situation.
- Monitor news media output and available public opinion data.



Section I: Print Media

Why is News Coverage Wanted or Needed?

- To promote awareness and public understanding
- To gain recognition
- To call the public to action

How Do I Know If My Story is Newsworthy?

- *Timeliness:* News is what is new. During an incident, news stations call constantly to stay on top of the story and find a new angle.
- *Proximity:* A story about a particular activity/event/research is more likely to appear in areas where people will be affected by it.
- *Exceptional quality:* This phrase refers to how uncommon an event is.
- *Possible future impact:* Stories about subjects that may eventually become a threat or a benefit to readers or their relatives living in another state makes the story much more interesting.
- *Prominence:* Some stories are newsworthy because they involve well-known people or institutions.
- *Conflict:* Conflict is news. The PIO or designated spokesperson may be called on as an expert in conflict situations, legal or otherwise.
- *Number of people involved or affected:* The more people who are likely to be affected by an event, the more newsworthy the story is.
- *Consequence:* Some articles offer advice that people should follow to avoid a negative consequence.
- *Human interest:* Human interest stories are generally soft news.
- *Pathos:* Seeing or hearing about the misfortunes of others often elicit feelings of pity, sorrow, sympathy, and compassion.

What are the Elements of a News Release?

- Who
- What
- When
- Where
- How
- Why



- Meaning/Relevance/Impact/Conflict/Oddity (best stated or supported with a quote)
- Timing/Background/Perspective
- Details, details, details (elaborate, explain, list, use more quotes)
- What happens next (who to call)

The sample media advisory shown in Example J.1: Sample Media Advisory demonstrates the elements of a news release.



Example J.1: Sample Media Advisory

When: Thursday, October 19, 11:00 a.m.

What: Groundbreaking for Brazos River Meadows
A 440-acre master planned development in Brazos River bottom

Where: Entrance to Brazos River Meadows

Who: Mrs. Suzette Jones, Director of Economic Development

Why: The first master planned development in central Texas will feature homes appealing to a broad base of buyers, as well as retail/restaurant/office property, an elementary school, church, day care, and residential care center for seniors.

Contact: Rusty Smith 123-4567



Whose Desk Does a News Story Cross?

It is likely that any given story will pass through the hands of at least ten people. An example is shown in Example J.2: The Desks a News Story Will Cross.



Example J.2: The Desks a News Story Will Cross

City editor: assigns reporter to story

Reporter:

- Covers news conference
- Calls other sources
- Writes story

Photographer:

- Covers news conference
- Gets IDs

Assistant city editor: first edit of story (may delete information or ask for more)

Photo editor:

- Selects and crops photo
- Recommends placement

News editor: assigns placement of story and photo

Copy editor:

- Performs second edit of story (may delete or add information)
- Writes headline for story
- Writes cutline for photo

Layout:

- Checks headline
- Checks cutline
- Places on page
- May delete information because of space limitations

Proofreader:

- Checks for typos and misspellings
- Makes changes if necessary

Assistant managing editor:

- Performs final review of story as it appears on page
- Makes changes if necessary



How Do News Stories Garner Wide Distribution?

- News stories from the local media are usually transmitted to the Associated Press (AP) news bureau in major metropolitan areas.
- The AP decides which stories to make available to its statewide member newspapers, television stations, and radio stations. The AP rewrites the stories, usually shortening them. The stories are also available to all other AP bureaus across the country and around the world.
- AP reporters cover major news activities and write their own stories.

Section II: Interviews—General Information

Ground Rules for Dealing with the Media

When dealing with the media, PIOs should:

- Remember that reporters and those they write about have different goals.
- Attend to reporters' need for facts.
- Keep in mind that no one knows the story the way the PIO does.
- Be forthright, not evasive, when dealing with reporters.
- Be accessible to reporters.
- Develop a clear understanding of state and federal Freedom of Information Acts (FOIA) and other right to know laws and regulations.
- Remember that reporters will usually cooperate when a legitimate need is explained to them.

Preparing for an Interview

Define the Idea

PIOs should:

- Determine the story's importance and impact.
- Determine the scope.
- Prepare background information. Reporters may need to know the story's background in order for it to make sense.
- Inform reporters of the most important aspects to the story. There is often more than one key point to a story, but reporters need to know what is most important first.



- Prepare an outline of the information that needs to be included in the interview. An outline can be especially helpful when one experiences discomfort about being interviewed or when he/she is discussing a complicated subject.

Gather Information

- Are any pamphlets/brochures or manuals available that the reporter can take with him/her?
- Can any relevant websites be suggested to the reporter?
- Are any previously written articles available that would help the reporter?
- Should the reporter be referred to other sources? If so, PIOs should get that individual's permission, prepare contact information and a brief biography about the interviewee, and then give that information to the reporter. PIOs can maintain better control of a story if they recommend a reliable source rather than waiting for reporters to find their own.

Note: The reporter may want to go out into the field to shoot video tape or take photos. PIOs should have some specific locations in mind.

Practice

To practice for the interview, PIOs should:

- Tell the story to someone who knows nothing about the subject, like a young child, a relative, or the house painter across the street. Remember to keep the message as simple as possible. Speak in layperson's terms.
- Prepare for the worst, and have answers to controversial questions ready.
- Ask a friend or coworker to play reporter. Can he/she identify an answer that does not quite make sense or is too technical? This activity can be used to polish one's skills.

Note: If reporters pose questions that the PIO cannot answer, he/she should tell reporters that he/she will locate the answer to their question and call them back.

Tips for Making a Reporter's Life Easier

- *Fact sheets:* These handouts are a great way to communicate messages accurately and quickly. If possible, have one prepared before the reporter arrives.
- *Visuals:* Newspaper and broadcast journalists appreciate suggestions for interesting shots.
- *Setting:* PIOs should consider the location when arranging an interview. Excessive background noise or cramped spaces should be avoided. For print interviews, an office with several large windows is desirable. For television interviews, an office with easily controlled lighting and an appropriate backdrop is preferred. Also, reporters often like to interview individuals in their element, be that a classroom, laboratory, or outdoors.
- *Directions:* PIOs should provide explicit directions to the location where the activity, event, and/or interview will occur.



- *Parking:* PIOs should make any necessary parking arrangements to ensure that the reporter is not inconvenienced. They should provide an escort from the parking area to the event or interview location if necessary.

Before the Interview

Before the interview, PIOs should:

- Shake hands and give the reporter a business card that includes name, title, and contact information.
- Silence all electronic devices, close the door, and pay attention to the reporter.
- Make eye contact.

During the Interview

During the interview, PIOs should:

- Make introductions at the outset of the interview.
- Attend only to the business at hand.
- Generally speaking, look at the person who is conducting the interview, not at the camera. During a remote interview, in which the interviewer is not in the room, be sure to look at the camera, not at the cameraman or the floor manager.
- Give the reporter news. Address issues that affect the news value of the topic.
- Listen carefully to the reporter's questions. Think carefully about possible answers before responding.
- Feel comfortable telling the reporter that you want to start an answer over if you do not like how it started.
- Provide direct, concise answers. State the most important points first, then elaborate. Points made near the end of the response are more likely to be edited out.
- Speak in complete sentences, which make better, more easily edited quotes or sound bites for broadcast media.
- Never go off the record or make a statement with the idea of retracting it later. Do not say anything that should not be seen in print or heard on the radio or television. When doing interviews over the phone, assume the conversation is being recorded.
- When no information is available, say so. Do not try to fake it. If the information is available elsewhere, refer the reporter to another source. Then contact that source at once and tell him/her that a referral has been made.
- Do not feel compelled to fill silence. After responding with a satisfactory answer, stop speaking. It is the reporter's or host's responsibility to keep information flowing.
- Avoid interruptions.



- Do not underestimate the intelligence of reporters, but realize that they may initially be unfamiliar with the topic being presented. Aim for clarity without talking down to the reporter.
- Explain the subject matter in simple, clear, everyday language. If the reporter does not have to interpret the message, the possibility of error and distortion is greatly reduced.

After the Interview

After the interview, PIOs should:

- Be available for a follow-up call after the initial interview. The reporter may require further information to complete the story.
- If the story contains errors when it is released, call the reporter and calmly explain any concerns. Good reporters want their stories to be correct. If, after talking again with the reporter, information has not been corrected, advise the reporter that his/her editor will be contacted regarding the issue. Then do so promptly but calmly.
- If a reporter has done a good job, call and tell him/her so. A letter, along with a copy to the editor, is even better.
- Share experiences involving particular reporters with colleagues, regardless of whether those experiences are good or bad.

Note: Having a witness present during an interview is always a good idea, whether the interview is conducted in person or over the phone.

Helpful Hints on Talking with Reporters

When talking with reporters, PIOs should:

- Return calls from reporters as soon as possible. Find out what he/she needs. Determine who the best person to respond to the request is. If the reporter asks for information over the phone and the information is not readily available, ask to call the reporter back. Gather the information and call back. Be prompt.
- Remember, reporters may not know a great deal about particularly specialized subjects. They are generalists, not specialists. Often a reporter will have had little or no experience with a specific organization or activity.
- Avoid unfamiliar acronyms, jargon, and/or technical talk. Reporters need facts laid out clearly and concisely. Use simple language.
- Consider that reporters may not always ask the appropriate question. Be sure to understand the question that is being asked, what information the reporter is seeking, and if possible, what their motivation is for asking. Responses may also need to be rephrased to make an important point or to avoid misleading the reporter.
- Refer to a prompt sheet to ensure accuracy when recalling important facts, figures, or key statements.
- Verify facts before giving them to reporters. Do not guess.



- Do not ask to see a reporter's story before it runs. Most news organizations prohibit reporters from showing stories to sources due to prior censorship rules. Provide contact information to the reporter in case he/she needs answers to further questions or follow-up assistance.
- Use proper English. A grammatical error can easily detract from a message.

Staying On Message

Reporters will have an agenda that includes questions they wish to cover during the interview. PIOs may also have an agenda. If PIOs have properly prepared for the interview, they will know which messages to communicate.

During the interview, PIOs should use bridging statements to respond to the reporter's questions while conveying specific messages at the same time. For example:

- What I think you're really asking is...
- The overall issue is...
- What is most important to remember is...
- It is our policy not to discuss..., but what I can tell you is...
- What I am really here to discuss is...
- What I am sure your readers/viewers/listeners really want/need to know is...
- I do not know the answer to that question, but what I do know is...
- That is a good question, but the real question of concern is...

PIOs should look for opportunities to bridge whenever possible. They should remain responsive, but stay on message as well. For sensational or unrelated questions, PIOs should answer the question in as few words as possible without repeating the sensational elements, then return to specific key messages.

Section III: Electronic News Media

Broadcast News Interviews

For broadcast new interviews, PIOs should:

- Think visuals. Locate a video clip that might illustrate the intended message. More people remember what they see than what they hear. News stations look for stories that can be accompanied by interesting video.
- Emphasize the most important theme in 15 seconds (or less). Although an interview may last several minutes and videographers may shoot quite a bit of footage, do not be



surprised if only 15 seconds of an interview and only a small amount of footage actually appears on screen.

- Become aware of each interviewer's style and deal with each appropriately.
- Do not attempt to fill periods of awkward silence. Make necessary points, then wait for the next question.
- Remember, if the camera is present, it is probably recording. Even if the reporter is present but no recording devices are in the room, assume that all comments made are on the record.
- During a taped interview that will be edited for broadcast, do not state the reporter's name. "We had good results, and, John, this was no surprise to us." John may not be the end correspondent and a good sound bite may be lost because the reference is too awkward to edit out. It will certainly be left out of any video packages produced for distribution to other outlets.
- Round off numbers and simplify whenever possible. For example: "Over the past 6 months, about half of our 700 arrests were for drug charges." is preferable to, "Between January 1 and June 4, the county sheriff's office made 682 arrests and 354 were for drug use and possession."
- During a taped interview, if a loud noise such as a phone ringing or door slamming occurs, stop, and if appropriate, repeat the comment.
- After the interview, remain seated until directed otherwise.
- Remember that the average television story lasts about 90 seconds. Do not expect complete information about the story to be covered by a television reporter. Newspaper reporters are more likely to include details.
- Never underestimate a local media outlet's ability to tell a story to the world. A story produced by a local station can be sent anywhere within a matter of hours. Local stations work with their network affiliates throughout the world.
- Know that, although a reporter may say that a particular story will air on a given newscast, it may be preempted by unexpected events or stories.
- To secure a copy of the story, tape several of that station's newscasts to be sure to catch the report. Generally speaking, stations either do not provide copies or they charge for them.



Looking One's Best for Television

Body Language

PIOs should:

- Keep all movements relaxed but professional.
- Make no large or expansive gestures (the camera cannot follow them and such gestures will not be seen outside the shot). Do not interpose one's hands between one's face and the camera.
- Maintain eye contact. The eyes can project confidence and credibility. One's eyes should be on the interviewer, not the camera, at all times. Looking at the interviewer creates an impression of interest and attentiveness.
- Avoid glancing upward or to the side. Even subtle eye shifts are magnified on television and can make a person appear shifty-eyed and untrustworthy. If breaking contact with the interviewer is necessary, look downward, appearing in thought, as opposed to appearing nervous and uncomfortable.
- Imagine that behind-the-scene people and activities do not exist; do not be distracted. Keep eyes focused on the interviewer.
- When two people are being interviewed, look at the other guest when he/she is speaking, but look back at the interviewer afterward.
- Be sure to keep fairly still in the chair. Rocking back and forth in a swivel chair or leaning side to side can bring a person in and out of the camera operator's view. Bad shots can force a reporter to omit the best sound bites.
- Cross legs at the ankles or place feet on the floor with legs together. Women should ensure that skirts are not too short before crossing their legs. Men may cross their legs so long as their socks are long enough to prevent exposing an expanse of bare leg.

Clothing Tips for Television Interviews

- In general, clothing is important in studio interviews, but the same tips can apply for interviews to be edited for an evening newscast.
- In general, PIOs should avoid extremely dark or light colors. They should select mid-tone greens, blues, browns, yellows, and grays. Moderate contrast is the key. They should avoid herringbone prints, small checks or plaids, and combinations of red and white.
- Mens' suits should be medium blue, gray, or brown, in solid colors rather than pinstripes. Pale blue or tan shirts and colored ties with conservative patterns are appropriate choices. Vests may appear too formal and constricting. Socks should extend halfway up the calf. If seated, they should unbutton their jacket.
- Women should select a conservative dress or a business suit and should wear little jewelry. They should avoid bold or vibrant patterns.



- Jewelry that sparkles under the lights creates flashes of light in the camera. Pearls, gold button earrings, and small gold neck chains are appropriate choices, but interviewees should be careful that they do not rub against a clip-on microphone that may be attached to the shirt or blouse.
- Makeup is, generally, not necessary for men. However, makeup may be applied to hide a five o'clock shadow or to eliminate shiny areas on the face, particularly on the forehead.
- Special makeup is usually not required for women. However, extra powder or foundation may be necessary to hide shadows around the eyes.
- People who wear glasses should wear them on television only if they cannot see without them. Heavy, dark frames can cause noticeable shadows around the eye sockets. Glasses also reflect lights and hide the eyes. The audience can see credibility and confidence conveyed in a person's eyes.
- When on location, dressing up as for a studio interview is not necessary. Wearing a coat and tie in a dusty field draws negative attention. When outdoors, do not wear sunglasses. Wear a hat only when absolutely necessary and when one's eyes can be seen with the brim of the hat turned upward or the hat can be tilted back.



The 33 Bridging Statements Communication Professionals Most Frequently Use during Media Interviews

Bridging statements can be used to control an interview. The goal of a media interview is to focus the reporter on a few key messages that are true, accurate, clear, concise, brief, and memorable. If done well, bridging significantly increases the probability that the spokesperson's intended messages will appear in the final news story. By using bridging techniques, a spokesperson can re-focus or re-direct the interviewer to information that is most important and relevant.

Bridging Statements

1. "And what is most important to know is..."
2. "However, what is more important to look at is..."
3. "However, the real issue here is..."
4. "And what this all means is..."
5. "And what is most important to remember is..."
6. "With this in mind, if we look at the bigger picture..."
7. "With this in mind, if we take a look back..."
8. "If we take a broader perspective..."
9. "If we look at the big picture..."
10. "Let me put all this in perspective by saying..."
11. "What all this information tells me is..."
12. "Before we continue, let me take a step back and repeat that..."
13. "Before we continue, let me emphasize that..."
14. "This is an important point because..."
15. "What this all boils down to is..."
16. "The heart of the matter is..."
17. "What matters most in this situation is..."
18. "And as I said before..."
19. "And if we take a closer look, we would see..."
20. "Let me just add to this that..."
21. "I think it would be more correct to say..."
22. "Let me point out again that..."
23. "Let me emphasize again..."
24. "In this context, it is essential that I note..."



25. "Another thing to remember is..."
26. "Before we leave the subject, let me add that..."
27. "And that reminds me..."
28. "And the one thing that is important to remember is..."
29. "What I have said comes down to this..."
30. "Here is the real issue..."
31. "While...is important, it is also important to remember..."
32. "It is true that....but it is also true that..."
33. "What is key here is..."



AGENDA STAFF REPORT

MEETING DATE: 6/12/2023

AGENDA SECTION: DIVISION UPDATES

SUBJECT:

Parks Division Updates

RECOMMENDATION:

Recommendation: That the commission receives the updates.

Recommended Motion:

BACKGROUND:

FISCAL IMPACT:

N/A

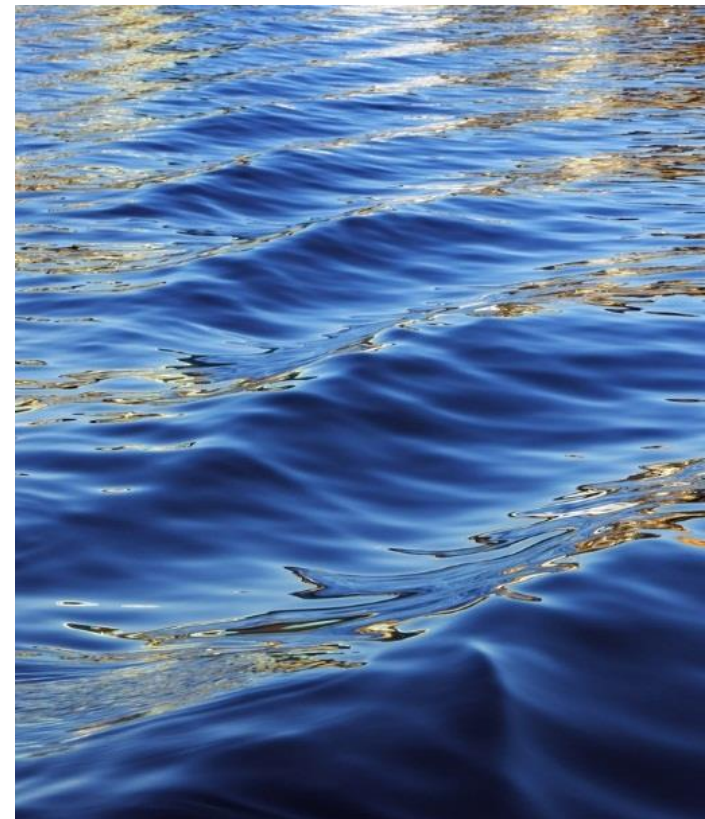
ATTACHMENTS:

1. Parks Division Updates - June



Parks Monthly Updates

Parks and Recreation Commission June 12, 2023



Seasonal and Special Projects

- Demoing products and equipment to comply with SORE (Small Off-Road Engines)
 - anything under 25 HP & IC
- Lacey Smart controller trial
- Security camera installation steps
- Ongoing median work
- Ongoing typical Park work



Johnson Park Play Structure

- Option 1- Pole Vault
- Option 2- Large Shade
- Option 3 - Platform





AGENDA STAFF REPORT

MEETING DATE: 6/12/2023

AGENDA SECTION: DIVISION UPDATES

SUBJECT:

Recreation Division Updates

RECOMMENDATION:

Recommendation: That the commission receives the recreation updates.

Recommended Motion:

BACKGROUND:

FISCAL IMPACT:

N/A

ATTACHMENTS:

1. Recreation PP June2023

Hanford Recreation Division

May

- 4: Thursday Night Market Place Started
(taking cash and cards)

Cash: \$4,635 Cards: \$1,008

- 5: Cinco De Mayo Zumbathon (150 people,
73% cost recovery)

Presentation to the Parks and Recreation Commission May 8, 2023

Freddie Fire Truck Rides



Carousel

Hanford Recreation Division

**Movies at the
Park**

June

- **4: The Plunge Opens (\$550 Admission, Concessions \$300 (cash/card))**
- **5: Summer Camp Starts at Longfield (increased enrollment to 50, 10 financial scholarships)**
- **6: Swim Lessons Start (group & private, increased enrollment)**
- **16,30: Movie at the Park**
- **23: Movie at Plunge**



Dive In Movies

Presentation to the Parks and Recreation Commission June 12th, 2023

Hanford Recreation Division

YOGA AT THE LONGFIELD CENTER

**3,10,17,24: Yoga Classes at Longfield
(goal: 5, total: 20, revenue of \$300)**

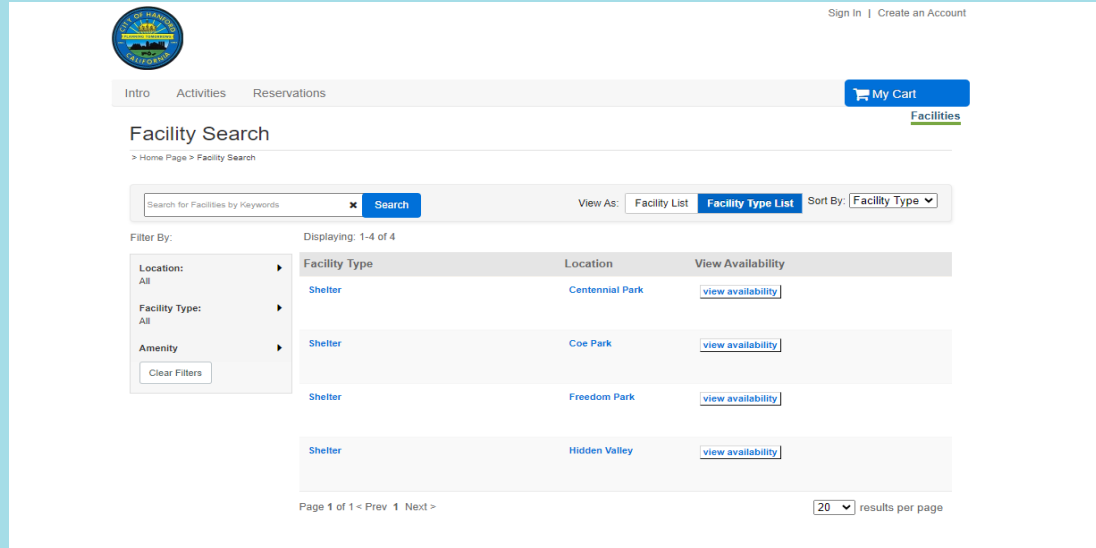
- JR FIRE FIGHTERS
- HEALTH CLASS FOR ELDERLY
- END OF THE SUMMER CARDBOARD BOAT RACES AT THE PLUNGE

Presentation to the Parks and Recreation Commission June 12th, 2023



Hanford Recreation Division

Park Shelter Rentals Online



Sign In | Create an Account

Intro Activities Reservations [My Cart](#)

[Facilities](#)

Facility Search

> Home Page > Facility Search

Search for Facilities by Keywords View As: [Facility List](#) [Facility Type List](#) Sort By: [Facility Type](#)

Filter By:
Location: All
Facility Type: All
Amenity
[Clear Filters](#)

Displaying: 1-4 of 4

Facility Type	Location	View Availability
Shelter	Centennial Park	view availability
Shelter	Coe Park	view availability
Shelter	Freedom Park	view availability
Shelter	Hidden Valley	view availability

Page 1 of 1 < Prev 1 Next > results per page

https://apm.activecommunities.com/hanfordrec/Facility_Search

Presentation to the Parks and Recreation Commission June 12th, 2023

QUESTIONS?



AGENDA STAFF REPORT

MEETING DATE: 6/12/2023

AGENDA SECTION: DIVISION UPDATES

SUBJECT:

Director's Updates

RECOMMENDATION:

Recommendation: The Commission receives the Director's update

Recommended Motion

BACKGROUND:

The month of May and early June is a very busy time for the Parks and Community Services Department. Planning, preparation, and organizing Summer programming is both daunting and exciting. Staff has worked hard to ensure all programs, facilities, and special events are managed and executed at the highest level.

USDA Forest Service Urban and Community Forestry Inflation Reduction Act grant application

- \$6,394,115 was requested for five years to develop a comprehensive community forestry program.
- Develop tree inventory, canopy study, risk assessment, and modify tree ordinance as appropriate
- Plant 3,000 trees
- Contracted full-time Arborist to manage the program
- Partners include: Tree Fresno, Urban Tree Foundation, Kings County Economic Development Corporation, West Hills College, and Sequoia Conservation Corps

Reimagining Hidden Valley Park Community Outreach

- Three in-person events conducted
- 773 online surveys submitted (closed on June 9th)

Prop 64 Boys and Girls Club at Coe Park

- Building renovation to include interior painting, floor restoration, partition walls
- Complete grant onboarding training

- Scheduled for June, July, and August: selection and purchase of furniture, technology, recruitment of staffing, and development of marketing plan

Heroes Park

- Escrow on the acquisition of the property
- RFP was released for professional design services. The deadline for submittal is June 30th
- Environmental studies to commence shortly

FISCAL IMPACT:

ATTACHMENTS:

None



AGENDA STAFF REPORT

MEETING DATE: 6/12/2023

AGENDA SECTION: GENERAL BUSINESS

SUBJECT:

2023 NRPA Agency Performance Review

RECOMMENDATION:

Recommendation:

Recommended Motion:

BACKGROUND:

The National Recreation and Parks Association (NRPA) publishes the Agency Performance Review annually. The review measures several vital indicators. The seven key indicators include:

- Residents per park
- Acres of parkland per 1,000 residents
- Full-time equivalent employees per 10,000 population
- Percentage of full-time staff dedicated to operations/maintenance
- Operating expenditures per capita
- Revenue to operating expenditures (cost recovery)

2023 was the first year the Hanford Parks and Community Services Department participated in the performance review.

To view the full report:

<https://www.nrpa.org/contentassets/f6baf1e9c3354aeca52dc548251bc4f4/2023-agency-performance-review.pdf>

FISCAL IMPACT:

ATTACHMENTS:

None