

SECTION: Outreach**SUBJECT: Media Contacts**

POLICY

Local agencies shall inform the State agency of any planned radio television or newspaper features on WIC prior to the event for approval.

Contact the State WIC Director providing the following information regarding the event:

- Name of radio or television station or newspaper
- Date and time of event
- Name of media contact
- Nature of the event, e.g.; 15 minute radio interview
- Name and job title of local agency staff involved
- Any other pertinent comments

Report any unplanned or spontaneous media events to the State WIC Director as soon as possible but no later than, one (1) working day including all information cited above.

Include all media event information in the Outreach component of the Local Agency Program Plan report due on September 30th of each fiscal year to the State agency.