

State of Utah	REF. NR-97-A-2	PAGE 1 of 2
DEPARTMENT OF NATURAL RESOURCES	EFFECTIVE DATE 06/28/97	
POLICIES AND PROCEDURES	REVISION DATE	
SUBJECT: Public Relations		
Ted Stewart, Executive Director		

I. PURPOSE

To define the policy of the Department of Natural Resources regarding Public Relations.

II. POLICY

A. Purpose.

One of the Department of Natural Resources' varied objectives is to provide services to the general public as well as other governmental agencies throughout the state of Utah. Public relations is the management function that identifies, establishes and maintains mutually beneficial relations between the department and the various publics on whom its success or failure depends.

B. Courtesy in public contacts.

Support of the department is imperative if the objectives of providing services to individuals and outside agencies and ensuring the public safety are to be met.

Cooperation and support can best be generated through satisfactory public contact. Employees of the department shall be responsive to the needs of any individual or agency by rendering prompt, respectful and courteous service when contacted and by consistently conducting themselves in a professional manner. Department employees shall refrain from displaying personal prejudices or attitudes which may influence impartiality.

B. Telephone courtesy.

Much of the department's business is conducted by telephone. Employees shall maintain a courteous and professional telephone demeanor when dealing with the public or with employees of other agencies.

State of Utah  DEPARTMENT OF NATURAL RESOURCES  POLICIES AND PROCEDURES	REF. NR-97-A-2	PAGE 2 of 2
	EFFECTIVE DATE 06/28/97	
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All employees shall answer the telephone politely and promptly. Any employee who is responsible for the main telephone in a division, office or regional office, shall always greet pleasantly and identify the division or office. Example: "Good Morning, Natural Resources." If an employee has a private line, they should identify themselves and when appropriate inquire, "May I help you?" or "How may I help you?"

C. Press relations.

The department Public Affairs Office shall disseminate timely, consistent and accurate information to the public and to the news media. Employees of the department should also, within the limitations of professional standards, cooperate with the news media in the reporting of department activities.