



CITY OF CLEVELAND
Mayor Frank G. Jackson

From: Office of the Mayor

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Media Alert

Rules of Engagement for Media Covering State of the City **[INFORMATION FOR MEDIA ONLY]**

CLEVELAND – Mayor Frank G. Jackson and the City of Cleveland are hosting the State of the City address on Wednesday, Oct. 10, 2018 at Cleveland Public Auditorium. Media are invited to participate and the City has provided the following guidelines to assist media in their coverage of this event.

RULES FOR MEDIA OUTSIDE PUBLIC AUDITORIUM

Media covering State of the City may set up no earlier than 3:30 p.m. on Wednesday, Oct. 10. There are two media staging areas:

1. The City Hall steps directly across the street from Public Auditorium
2. The northwest corner of East 6th Street and Lakeside Avenue adjacent to the Federal Building

Designated areas may be used before and after the event (see maps). *Note: A designated First Amendment zone for the general public is also available.*

Do's:

- Broadcast live from the designated areas on the front steps of City Hall and/or outside the Federal Building
- Park television trucks on the east side of City Hall (see maps)
- Park small media vehicles/cars (except television trucks) in Willard Garage

Don'ts:

- Park on Mall Drive (towing will be enforced for security purposes)
- Walk across the street to engage with attendees standing in line at Public Auditorium for State of the City

RULES FOR MEDIA INSIDE PUBLIC AUDITORIUM

Do's:

- Feel free to take notes.
- Gather B-roll inside Public Auditorium. Please set up on the media risers no earlier than 6 p.m. and no later than 6:45 p.m. You must remain on the risers for the duration of the speech if you choose to capture B-roll. There are no other media staging areas for interviews inside Public Auditorium.
- Take print material provided to assist with your stories.
- Take event footage available online following the event.
- Feel welcome to stay after the speech for refreshments

Don'ts:

- Attempt to interview the mayor before or after the address
- Attempt to interview attendees inside Public Auditorium either before or after the Mayor's address. The designated interview area is on the steps of City Hall.
- Roam around during the Mayor's address.

About the City of Cleveland

The City of Cleveland is committed to improving the quality of life for its residents by strengthening neighborhoods, delivering superior services, embracing diversity and making Cleveland a desirable, safe city in which to live, work, play, and do business. For more information on the City of Cleveland, visit online at www.city.cleveland.oh.us, Twitter at @cityofcleveland or Facebook at www.facebook.com/cityofcleveland.