

City of Los Alamitos Administrative Regulation

Regulation: 9.3	
Title: Guidelines for Distributing Press Releases	
Authority: City Manager	
Date: September 26, 2023	DocuSigned by: <i>Chet Simmons</i>
Revised:	Chet Simmons, City Manager

1. Purpose: Notification to the City's residents is an important part of the City's efforts to have an informed community and ensure transparency. The guidelines will ensure the City is releasing a consistent message, in a format the public can recognize, and across reliable, consistent outlets.

2. Application: The City shall utilize and manage Press Releases in a consistent manner across all its departments and divisions to advance the City's transparent communication efforts. This policy does not effect internal department approval processes and shall apply to all Department approved Press Releases.

3. Policy:

A. Format: To ensure all information sent from the City is streamlined, uniform, and easily recognizable, the below standards shall be followed. A sample Press Release is attached for quick reference.

- Use of Official City Letterhead
- Header will read "PRESS RELEASE"
 - Arial, Size 14, Centered, Bold, in CAPS
- Contact Information will be the most knowledgeable person on the subject
 - Arial, Size 12, Left Justified
 - Include:
 - City of Los Alamitos
 - Contact:
 - Phone Number
 - Released Date
- Title of the Press Release
 - Arial, Size 14, Centered, Bold, Capital Case for Each Word Over 3 Characters
- Body of the Press Release
 - Arial, Size 12, Justified
 - If the press release continues onto a second page, indicate such by including " -more-" at the bottom of page 1
 - End the Press release by including three # signs " ###"
- If you are including a picture, put it at the end of the Press Release
 - Ensure photos are high quality and clear

- Attach the original photo to all correspondences

B. Email Distribution

- Email the Press Release and any pictures to: PressRelease@cityoflosalamitos.org. This ensures the entire City is using the same distribution list.
 - If you need to make any changes to the distribution list, contact the Director of Communications
- If you've included a picture, attach the original high-quality image to the email
- Copy the Director of Communications on the email

C. Website Posting

- Upload the Press Release to the Archive Center in Civic Plus
- Save the file as "Title of Press Release – Date of Release" (i.e. How to Send Out a Press Release – 09/26/23")
 - For a detailed walkthrough on this process provided by Civic Plus, please visit: <https://www.civicengagecentral.civicplus.help/hc/en-us/articles/115004732554>
 - Title should match the Press Release
 - Archive Date should be set to a year after release
 - Leave Blank – Description, Start Display, End Display
 - Check Opens in "New Window"
 - Show Archives "Yes"
 - Select "Save" at the top
 - Then you can upload your document
 - Select "Convert to PDF"
 - Select "Save and Publish" at the top
- Once added to the Archive Center, it will automatically add to City's Press Release page here: <https://ca-losalamitos.civicplus.com/Archive.aspx?AMID=44>
- The Press Release page can be found on the City's website, under "Your City" and then "Press Releases"



CITY OF **Los Alamitos** *California*

USE OFFICIAL CITY LETTERHEAD

3191 Katella Avenue
Los Alamitos, CA 90720-5600
Telephone: (562) 431-3538
FAX: (562) 493-1255
www.cityoflosalamitos.org

Contact Information
Arial, Size 11
Left Justified
Include All 4 Lines

Include PRESS RELEASE
Arial, Size 14
Centered
Bold CAPS

City of Los Alamitos
Contact: Relevant Contact Person, Title
(562) 431 – 3538, ext. 123
Released 9/26/23

The History of Los Alamitos

Title of the Document
Arial, Size 14
Centered
BOLD
Capital Case for Each word
Over 3 Characters

Los Alamitos, CA – The township of Los Alamitos had already been built in 1881 at what is now Katella Avenue and Los Alamitos Boulevard. At that time, most of the workers in the fields were Mexican, many immigrants from Italy and Germany came here to work and establish their own farms and businesses. When nematodes (burrowing insects that fed on the roots of the plants) destroyed the sugar beet industry, the sugar refinery was closed and eventually leased, in 1921, to a Dr. Ross, who used it to process wild horse meat into dog food. The 1929 depression, followed by damage caused by the 1933 earthquake, ruined this enterprise. Dr. Ross died a pauper, and eventually the mill was torn down.

Body
Arial
Size 12
Justified

When the sugar mill was prospering, Los Alamitos had become a throw-back to the typical small town. Reagan Street was the principal thoroughfare until Los Alamitos Boulevard was black topped in 1921-22. There were two hotels in town, and reportedly an average of two shootings or stabbings occurred every weekend. Katella was a country road that led to the entrance of a farm on the edge of Coyote Creek. It was named after the two daughters of the farmer, “Kate” and “Ella,” who, well into their eighties, were proudly present when “their” road was named and dedicated.

Following Pearl Harbor (December 7, 1941), the U. S. Navy moved its training field for aircraft from Terminal Island to Los Alamitos, where a 1,300 acre tract was commissioned. Here, Navy and Marine fliers were trained, as well as fliers from Australia, New Zealand, England, Free France, Poland and Norway. Its presence revitalized the sleepy country town of Los Alamitos, bringing new settlers and businesses to the area. When the war ended, the air base was used as a reserve training field for military fliers, being operated under control of the Navy. It was reactivated during the Korean and Viet Nam conflicts, after which the Navy turned it over to the California National Guard. The Joint Forces Training Base now serves as a reserve training center for all branches of the military, as well as for its own personnel.

- more -

Include “-more-“ for additional pages. Do not split paragraphs between pages.

On March 1, 1960, the township of Los Alamitos became a chartered city. The city of Little Cottonwoods was affectionately described as A Jewel of a City. The City's seal, designed by longtime resident William A. Daniels, captures the ancestry of the region.

The official flower, the Daisy, reflects the importance of our City's youth since it was nominated by a young boy because it was his mother's favorite flower. Still embracing its small-town ambience, the City offers excellent recreational and park facilities, a stellar police department, and an enthusiastic Chamber of Commerce.

With its outstanding schools, friendly neighborhoods and strategic location as the crossroads of two major freeways, Los Alamitos keeps its roots in history and its future vested in the those who cherish this special community.

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Three (3) # to signal
the end of text copy

High quality, clear
pictures included at the
end of the Press
Release.

Attach original pictures to
email correspondences.

