

# **CITY OF DUNEDIN MEDIA COMMUNICATIONS POLICY**

## **PURPOSE**

The purpose of the Media Communications Policy is to effectively utilize the media to provide the citizens of Dunedin prompt and accurate information on City policies and events.

## **POLICY**

Official positions and expressions of City policies shall not be released to the media until such time as they are approved by the City Commission, City Manager or Communications Supervisor.

The Communications Supervisor manages the City of Dunedin Communication Division and coordinates the City's media relations and Government Access Channel. The Communications Division prepares and distributes to the media approved responses on behalf of the City, approved by the City Commission or City Manager. The Communications Supervisor or her/his designee serves as the official spokesperson for the City, in lieu of the Mayor, City Manager and other City employees.

## **INFORMATION DISTRIBUTION**

The Communications Division prepares, approves and distributes all news releases for the City of Dunedin. However, City employees may release certain information subject to prior authorization. The Division approves the news worthiness of information and the manner of communicating to the media. The Communications Division has developed a comprehensive media contact list for publication of news releases. Unless otherwise authorized, the Communications Division is the only entity authorized to release all official releases on behalf of the City of Dunedin.

## **EMPLOYEE INTERACTION WITH THE MEDIA**

City employees are required to immediately refer all inquiries from the media to the Communications Division. The Communications Supervisor or her/his designee will contact the appropriate City officials and coordinate a response on behalf of the City, City Commission or City Manager. On a situational basis, the Communications Division may designate other City employees to serve as spokesperson.

The following actions are to be executed if the media contacts a City employee:

1. Inform the media contact that City Policy requires employees to inform the Communications Division prior to providing any information to the media.
2. Request that the media contact describes the specific information being sought; the submission deadline; name; title; media organization and telephone number.
3. Inform the media contact that a City representative will contact them in a timely manner concerning their inquiry.
4. Immediately inform the employee's supervisor of the media inquiry. The supervisor will then inform the Communications Division.

Effective Date of Policy: January 2010

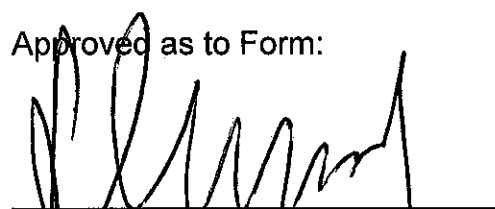
  
Director of Human Resources

1-26-10  
Date

  
City Manager

1/26/10  
Date

Approved as to Form:

  
City Attorney

1/25/10  
Date