



**COMMUNICATIONS OPERATIONS
MISCELLANEOUS POLICY/PROCEDURE**

Policy No. 7720 **Date Issued:** December 10, 2003
Section: 7700 – Specific Procedures **Date Revised:** June 2, 2021

Accreditation Standards:

SUBJECT: MEDIA RELATIONS

APPROVED: <signed copy on file>
Amethyst Uchida, General Manager

1.0 Purpose

Recognizing that media organizations have an interest and right to know about certain public safety issues and incidents, the Authority encourages employees to foster cooperative and friendly relationships with news media representatives. When the media is inquiring about public safety issues and incidents, employees will cooperate with and assist media representatives while preserving specific confidential or classified information.

2.0 Procedure for Media Inquiries Concerning Authority Issues or Programs

- 2.1 Media inquiries will be referred to the highest ranking, on-duty Authority manager as defined by Policy No. 250 (Line of Succession).
 - 2.1.1 If there are no managers on-duty, follow the provisions of Policy No. 2080 (Management On-Call).
 - 2.1.2 Managers receiving media inquiries about highly sensitive issues (i.e., labor negotiations or allegations of heinous misconduct) will consult with the General Manager before cooperating with media representatives.
- 2.2 Managers are encouraged to prepare press releases, particularly in cases where a rapid and broad dissemination of information is in the agency's best interest.
 - 2.2.1 The General Manager will approve press releases before they are issued.

- 2.2.2 Press releases will be distributed by using the fax speed dial number programmed on the fax machine in the administrative office and via media platforms.
- 2.2.3 The Senior Administrative Assistant will program and keep current the fax speed dial number for press releases.
- 2.2.4 A copy of every issued press release will be placed on the Reading Boards.
- 2.3 The Support Services Division will assist managers in their dealings with the media, including but not limited to: preparation and distribution of press releases; arranging for and assisting at press conferences; coordinating the authorization and release of information; and assisting in crisis situations within the agency.

3.0 Procedure for Media Inquiries Concerning User Agency Incidents

- 3.1 Media inquiries concerning any User Agency incident shall be referred to a dispatcher trained in media relations.
- 3.2 Only dispatchers trained in media relations will release known, general information concerning specific incidents including the nature of the incident, the location, and any known threats to public safety.
- 3.3 Requests for specific and potentially confidential information, including names of persons involved, extent of injuries or fatalities, and any other information that may be considered confidential or classified shall be referred to the Public Information Officer (PIO) or the field supervisor of the User Agency of jurisdiction. The field supervisor or PIO may also provide specific information and permission to dispatch to release that information in response to media inquiries.