

CITY OF PORTSMOUTH
ADMINISTRATIVE POLICY

#13

NOVEMBER 2007

SUBJECT: Media Contacts

I. PURPOSE

To establish a protocol for handling media inquiries requiring the dissemination of information and provide a consistent and unified voice when communicating with media.

II. PROCEDURE

A. Non-Routine Inquiry

All departments will be responsible for ensuring that any call or inquiry from the media pertaining to non-routine departmental information be referred to the Department of Communications for an appropriate response.

B. Routine Inquiry

All departments will be responsible for ensuring that any call or inquiry from the media pertaining to routine departmental information is provided by the appropriate department representative.

III. DEFINITIONS

A. Media

Any type of newsgathering source whether contact is made in writing, by telephone or electronic communications.

B. Routine Request

A request for information regarding customary activities within a department.

IV. COMPLIANCE

Employees who fail to take appropriate action in accordance with this policy will be subject to disciplinary action under the City's Employee Standards of Conduct.