

Administrative Policy 16-03

Media Response Policy for CBJ Employees

I. Purpose

This policy formalizes the policies and procedures of the CBJ for responding to media inquiries.

II. Policy

It shall be the policy of the City and Borough of Juneau (CBJ) to:

- Abide by a spirit of openness and cooperation with the general public in support of the mission of the City and its Departments, Divisions, and Agencies
- Ensure media inquiries are addressed by the most qualified person available
- Respond to all inquiries in a timely manner
- Notify the department Public Information Officer (PIO) of all media contacts

Employees of the CBJ who speak to the media during the normal course of their business do so as representatives of the CBJ.

Department Directors shall be the PIO for each department unless otherwise specifically designated and are responsible for all media communications.

Definition

The term "media" shall include radio and television, publications of general circulation within Alaska and outside of Alaska, all trade and special publications, web-based publications and any advocacy organization that publishes or interprets material for public consumption.

III. Procedure

When contacted by a representative of the media, a CBJ employee will take the following action:

1. Be helpful and courteous and assure that media inquiries are answered by the appropriate person and in a timely manner.
2. Determine whether she/he is the appropriate contact. If she/he is not, direct the media inquiry to the department PIO.
3. Respond to all media inquiries in a timely manner
4. At the conclusion of the contact, notify the department PIO as follows:
 - a. The CBJ employee who spoke to the media representative must notify the department PIO during the same day the contact was made.

- b. The notification should include: the identity of the news organization, the media reporter, their deadline and the subject matter discussed.
5. Direct all media communication relating to Incident Command to the designated spokesperson within the Incident Command Center

IV. General Provisions

- A. Scope: This policy applies to all agencies and employees of the City and Borough of Juneau, Alaska.
- B. Authority to promulgate this policy: The City Manager of the City and Borough of Juneau, Alaska, maintains the authority granted by the CBJ Charter to order policy and the guidelines for implementation.
- C. Effective Date: This policy will take effect on the date signed.

Dated at Juneau, Alaska, this 1st day of November, 2016



Duncan Rorie Watt
City and Borough Manager