

Policy Title:	Public Relations – Policy		
Policy Number:	III-F.2.8		Effective Date: 01-02-1996

Approved By: *on file*

Date Approved:

Policy

Procedures

Forms, etc.

Definitions

References

Contact

Reference(s):

- "Media Alert Guideline"

Form(s) that apply:

- None referenced.

Policy:

Definitions

(See Glossary)

(1) "Sensitive Issue/Controversial Issue Story" means a topic about which a client, staff or the public express concern regarding Child Welfare actions, practice or policies, and their concern **may** come to the attention of the media, or **has already** come to the attention of the media.

(2) "Publicity or Non-Controversial Story" means a topic or event that does not reference risk or injury to a client, staff or the public, nor a situation which draws negative attention to Child Welfare. It is desirable news designated to provide positive information about the agency, staff, client; or to recruit volunteers or community support for a Child Welfare project.

Purpose

This policy describes the procedure for staff to follow in working with the media.

Procedures

(1) Sensitive Issue Story or Controversial Issue Story

(a) Anytime an employee speaks to the media, and they are representing Child Welfare, they must get approval from:

(A) Child Welfare branch manager or regional manager;

(B) Central Office manager.

(b) Managers must notify the assistant administrator of Field Operations either before, or soon after, making comments to the media.

(c) All Child Welfare staff should refer to "Media Alert Guidelines," which is available through Central Office Field Operations, for guidelines on communicating with the media.

(2) Publicity or Non-Controversial Story

Staff must consult with and clear any media contacts with their immediate manager. Any published article (or if possible, copies of TV news stories) is to be sent to the assistant administrator of Field Operations.

(3) Exceptions: There are no exceptions to this policy.

Contact(s):

- **Name:** CAF Reception; **Phone:** 503-945-5600