

<b>Title:</b> Administrative Policy Media	<b>Policy No.</b> Part 1, County Administration Chapter 3, Operations Section 7
	<b>Effective Date</b> December 7, 2010
<b>Policy Custodian</b> County Administrator	<b>Adoption/Revision Date</b> December 7, 2010

**Adopting Resolution(s):** CC10-471

**References (Statutes /Resos/Policies):** Provision of Public Records Policy

**Purpose:** To be effective and accurate in work-related communications and reporting to the Media.

**Policy:** Media Policy

A. Philosophy

Jefferson County Government seeks to communicate effectively with its citizens. Reporters and news agencies provide an essential service in getting information to Jefferson County citizens in a timely manner. Jefferson County desires to work in partnership with the media; and establish and maintain positive and professional relationships with reporters and news agencies by providing consistent, timely and accurate information and responding promptly to requests for information.

B. Applicability

This policy shall apply to all Departments/Divisions that report to the Board of County Commissioners.

C. Staff Responsibility

1. Each Department/Division director shall coordinate with the County's Public Information Officer to designate staff to respond to media and develop response procedures.
2. Designated employees are responsible for the accuracy of their responses.
3. Information including but not limited to personnel matters, contract negotiations, legal opinions, etc, are not public information and cannot be discussed or disclosed.
4. Immediately following the media contact, employees must inform their supervisor and the Public Information Officer of the following:  
The reporter's name, news agency and phone number  
A brief summary of the question(s)/answer(s)
5. Departments/Divisions may develop additional guidelines and procedures.