



# INDEPENDENCE

*Oregon's Story Begins Here*

## CITY OF INDEPENDENCE

### INTERNAL MEDIA POLICY

#### I. Purpose.

This City of Independence (the "City") policy establishes guidelines for the City's media relations, content creation authority, and dissemination strategy. The intended purpose of establishing a City media relations policy is to ensure a coordinated response with the City Manager's Office in deciding what is "said" on behalf of the City when City department heads, members of boards, commissions, and committees, and other City employees ("City Staff") communicate with members of the media and/or public. This policy is **not** intended to address elected officials. Issues concerning any elected official's contact with the media are exclusive to the purview of the City Council.

Effective communication with the media and/or public allows the City of Independence to inform the community, promote important City programs, and provide timely and coordinated information during a crisis or emergency. Building, maintaining, and coordinating a citywide media relations approach can best serve the City by:

- Ensuring that accurate information is conveyed to the public with transparency.
- Expanding the general visibility of the City.
- Informing the public of services and resources available to them.
- Promoting the City's achievements, activities, and events of significance.
- Providing information in anticipation of, during, or after an emergency or significant event, including actions to build community resilience.

## II. Internal Policy.

- **All** external marketing/promotional/communications materials must first be sent to and approved by the Communications Coordinator, this includes but is not limited to social media/website posts, flyers, and press releases. In the event that the Communications Coordinator is unavailable, all materials must adhere to the style guide found **here**. If the materials do NOT adhere to the style guide, they must first be met with approval from the Communications Coordinator. NOT adhering to the style guide or publishing without authorization will result in the removal of access to content creation materials.
- **All** media inquiries must be sent to the Communications Coordinator who will determine the appropriate response. Failure to notify the Communications Coordinator, or interacting with non-approved media representatives will result in disciplinary actions including potential termination.
- For content creation requests, including press releases, social media /website posts, and flyers, we are implementing a two-week lead time. This ensures our content is created, prepared, reviewed, and scheduled prior to its publication date.

This Policy may be updated and amended at the discretion of the Communications Coordinator or the City Manager.