

MEDIA POLICY CITY OF CLEAR LAKE

From time to time during the course of your service for the City of Clear Lake, you may receive unsolicited contact from representatives of the media including but not limited to newspaper reporters, television and radio reporters and news people, and others. The purpose of this policy is to inform you of the proper steps to follow when such contact occurs.

1. The Mayor has been designated as the authorized spokesperson for the City in the event of communications with the media. In the Mayor's absence, the Council President shall be the designated authorized spokesperson for the City. If you receive contact from the media, advise them that you cannot comment. The Mayor's contact information is available from the City Finance Officer.
2. In addition to referring members of the media to our designated contact person, notify your supervisor immediately of any media contact.
3. Media representatives may be persistent, but it's important for you to firmly state that you cannot comment. They will appreciate a referral to the City's designated spokesperson who may or may not be able to answer their questions.
4. When an incident occurs that could give rise to a claim against the City, yourself or fellow employees, please notify everyone that they may receive contact from the media and that they must be aware of and follow the City's media policy. It is important to remember not to comment on any occurrence and refer the media to the designated contact person.
5. Never give in to what is a natural urge to be helpful if you are contacted by the media. You must follow policy and the procedures described herein.
6. You should be friendly and not defensive or evasive when advising members of the media that you are not able to comment. As noted above, they will understand this position.
7. No comment means no comment. Do not explain or discuss any occurrence or event with the media unless you are authorized to do so as the designated spokesperson.
8. Keep in mind that whatever you say will be viewed as an official statement on behalf of your employer and your co-workers. This is yet another reason to follow the policy, make no comment, and direct the media representatives to the designated contact person.
9. If you are present during Executive Session of the City Council, where litigation or claims are discussed, keep in mind that executive sessions are privileged, that no record is made of these discussions, and that anyone present is absolutely forbidden to discuss the content of conversations which occur during the course of executive session.

Effective April 6, 2015