

Charles County Government County Administrator Standard Operating Procedure

Title:	Media Services Division Guidelines	SOP #: CAP.CAD.02.002
Department:	Office of the County Administrator	Effective Date: 1/9/2018
Division:	Media Services	Last Review Date: 4/19/2018
Purpose:	<p>The Media Services Division is responsible for effectively communicating and promoting government policies, programs, services, and events to the public. The Division has three offices: Public Information, Graphic Design, and CCGTV. The purpose of the Media Services Division Guidelines standard operating procedure is to:</p> <ul style="list-style-type: none"> • Set forth protocol for how the Media Services Division conducts outreach and discloses information to the public, and for requesting CCGTV coverage. • Identify authorized Charles County Government spokespersons. • Ensure information provided to the public is accurate, understandable, and timely. • Outline the scope of graphic design and print liaison services. • Identify coverage types for video production and photography. 	
References:	<p>CAP.CAD.02.001 Social Media Use DP.CAD.02.003 Media Team Event Coverage Charles County Emergency Operations Plan Charles County Government Style Guide</p>	
	<p>This procedure replaces the following SOP:</p> <ul style="list-style-type: none"> • CC.1.002 Public Information Office • CAD.1.021 CCGTV Operating Guidelines • CC.1.007 Guidelines for Media Promotions Projects • Requesting Channel 95 Services • Enhanced Public Outreach Strategy • Public Information Office Photo/Videotaping Program and Protocol 	

Procedure:

Media Services Division projects are tracked and documented using the Media Requests Tracking system. Requests for Media Services Division projects and support are initiated using the Media Request Tracking System. Media requests must be approved by an authorized approver in the Media Request Tracking system prior to work starting.

PUBLIC INFORMATION OFFICE

1.0 Authorized Spokespersons

- 1.1 The Commissioners are official spokespersons on policy and legislation for Charles County Government.

- 1.2 The County Administrator and the Deputy County Administrator are official spokespersons for County Government-related topics, including administrative and personnel items.
- 1.3 Public Information Office (PIO) staff is authorized to speak to the media on behalf of Charles County Government. The PIO will work with the County Attorney's Office (CAO), as needed, to determine whether certain information may be legally disclosed.
- 1.4 Department directors are considered subject matter experts in their respective fields. A department director (or designee) may serve as a spokesperson for County Government-related topics with prior approval from the County Administrator.
- 1.5 County employees, with prior approval by a department director, are authorized to provide factual information to news media during County Government-sponsored events. Information shared with media should be reported to the department director and the PIO the next business day.
- 1.6 With consent of the director of the Department of Emergency Services and the county Public Information Officer, Emergency Services public information personnel are authorized spokespersons in emergency situations. (Ref: Charles County Emergency Operations Plan)

2.0 Media Inquiries and Interviews

- 2.1 County Government employees and Commissioner-appointed board, committee, or commission members should direct all news media inquiries and interview requests to the PIO. The PIO will:
 - 2.1.1 Contact the reporter to request questions and deadline.
 - 2.1.2 Email the inquiry or interview request and deadline to appropriate department director(s), Deputy County Administrator, and County Administrator.
 - 2.1.3 Work with staff to craft the response and/or prepare for the interview.
 - 2.1.4 Schedule the interview and email interview information to County Commissioners.
 - 2.1.5 Facilitate the interview (in-person or via conference call).
- 2.2 When reporters request information, the PIO will communicate deadline(s) to staff. It is important for staff to respond in a timely manner to media inquiry emails from the PIO.

3.0 News Releases

- 3.1 The PIO issues all Charles County Government news releases.
- 3.2 The PIO maintains contact lists for local, regional, and national news outlets.

- 3.3 The Media Services Division will be notified of confidential information needed to draft news releases.
- 3.4 The PIO reserves the right to edit news releases for clarity, grammar, and adherence to established county style guidelines (Ref: Charles County Government Style Guide).
- 3.5 News release requests from individual Commissioners will be handled as follows:
 - 3.5.1 Commissioners' Office administrative staff will submit a media request for all news releases requested by an individual Commissioner.
 - 3.5.2 The PIO will email the news release proof and approval deadline to the requesting Commissioner with a carbon copy to the administrative staff, remaining Commissioners, Deputy County Administrator, and County Administrator.
- 3.6 Commissioner quotes are included in news releases pertaining to political or legislative matters.
- 3.7 Commissioner quotes will be listed in news releases in the following order: Commissioner President; Commissioner Vice President; and remaining Commissioners in district order.
- 3.8 When a news release is issued for an event or activity specific to a Commissioner initiative, that Commissioner will be invited to include a quote.

4.0 News Conferences

- 4.1 News conferences are coordinated through the PIO.
- 4.2 Requests for news conferences should be submitted using the Media Request Tracking system.

5.0 Website Maintenance

- 5.1 The PIO provides oversight for the Charles County Government online calendar and "Quick Links" web page.
- 5.2 The PIO works with department representatives and staff liaisons for Commissioner-appointed boards, committees, and commissions to maintain the online calendar with current information.

6.0 Social Media

- 6.1 The PIO provides oversight of Charles County Government's social media outreach.

- 6.2 The PIO leads a cross-departmental Social Media Work Group.
- 6.3 Requests for new social media platforms must be submitted as per CAP.CAD.02.001 Social Media Use policy.

7.0 Crisis Communications

- 7.1 The PIO is responsible for crisis communication outreach during an emergency on behalf of Charles County Government.
- 7.2 In the event of a crisis/emergency, the Charles County Emergency Operations Plan will supersede this SOP.

GRAPHIC DESIGN OFFICE

8.0 Project Requests

- 8.1 County staff are required to submit a media request for Graphic Design Office projects.
- 8.2 Types of project support offered by the Graphic Design Office are listed in the Charles County Government Style Guide.
- 8.3 Budget general ledger account numbers are required for items requiring printing. The department submitting the media request is responsible for payment of billable items.
- 8.4 Project text (if applicable) should be provided typed, proofed, and ready for use. Text can be inserted in the description section of the media request, or as an attachment to the media request. Email is acceptable for large files.

9.0 Printing

- 9.1 The Graphic Design Office is the print liaison for all outside print services. All projects requiring an outside print vendor must be submitted as a media request.
- 9.2 The Graphic Design office will act as the print liaison/buyer for department printing needs. This includes: gathering print specifications, determining the type of printing needed, developing print specifications, requesting print quotations, comparing quote results, sending all materials to the printer with detailed instructions, reviewing proofs, working with the printer to maintain a timely production schedule, overseeing any changes made at the proofs stage, and tracking the delivery of products.

- 9.3 If in-house printing is required, a print estimate with paper and supply costs will be provided to the project originator. Standard in-house printing rates are available on the Intranet (ICG).

10.0 Exclusions

- 10.1 The Graphic Design Office is not responsible for preparing: standard fliers for programs, classes, or events; manuals and textbooks; or projects requiring only photocopies. Templates for self-design items are available on the Intranet (ICG).

CHARLES COUNTY GOVERNMENT TELEVISION (CCGTV)

11.0 Coverage Requests

- 11.1 Requests for CCGTV photo and/or video coverage should fall into one of the following categories (Ref: DP.CAD.02.003 Media Team Event Coverage):
- 11.1.1 Charles County Commissioners meeting or event;
 - 11.1.2 Commissioner-appointed Board, Committee, or Commission meeting or event;
 - 11.1.3 CCG departmental projects (e.g., program meetings, seminars, and trainings); or
 - 11.1.4 Affiliated agency programs and events.
- 11.2 CCGTV coverage requests should have a purpose to the outcome, meaning it has substance through action, voting, briefing, education, or hosting.
- 11.3 CCGTV does not cover 'informal' meetings or events.

12.0 Live Broadcasts

- 12.1 Priority assignments include live broadcast of Board of Charles County Commissioner, Planning Commission, Board of Appeals, Board of Fire and Rescue, and Board of License Commissioners (Liquor Board) meetings.
- 12.2 Due to technical requirements, live broadcasts are available only in locations designated by CCGTV.

13.0 Photography

- 13.1 CCGTV provides photography services for Charles County Government as outlined in DP.CAD.02.003 Media Team Event Coverage.
- 13.2 CCGTV staff are the official photographers during live meetings. Photographs taken during County Commissioner meetings will be posted and available for download from the county's online photo gallery or on the Intranet (ICG).
- 13.3 Photography requests should be submitted using the media request system.

13.4 CCGTV sets and maintains guidelines for official county portraits. Portraits of County Commissioners, County Administrator, Deputy County Administrator, department directors, and division chiefs will be taken by CCGTV staff. Portrait retakes will be scheduled on an as-needed basis, no more than once every year.

13.5 The Media Services Division will maintain an archive of Commissioners' and staff individual portraits, as well the Board of Commissioners group photograph, which are for official use only (not for campaign purposes).

14.0 Requests for Video/Audio

14.1 CCGTV maintains a physical DVD library of meetings and original programs. The public may request copies of recorded meetings, including audio-only, for a fee by submitting a request on the county website. Staff may obtain DVD copies at no charge by submitting a media request.

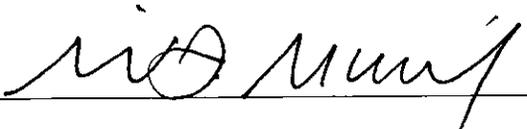
14.2 The Digital Librarian will provide DVD copies within 10 business days. Requested DVDs can be picked up at the Charles County Government Building, or by mail, if requested. Payment is made directly to the Treasurer's Office.

15.0 Equipment

15.1 CCGTV equipment and studio areas are the property of Charles County Government. Equipment and studio areas are not available for rent or use by county departments or agencies outside of the Media Services Division.

16.0 Exceptions

16.1 Any and all exceptions to this procedure must be approved in advance by the County Administrator.

Authorized:		Date: 4-19-18
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Revision Dates:				