

ORANGE COUNTY SOCIAL SERVICES AGENCY

ADMINISTRATIVE POLICIES AND PROCEDURES MANUAL

Subject: Media Responses and Publicity Requests

Number: D 3

Approved: Signature on file

Date: 11-08-11

POLICY

Employees receiving media inquiries for any information and/or statistical data regarding any or all SSA employees, clients, activities and/or operations are required to refer such inquiries, including but not limited to written, electronic, and/or verbal requests from reporters, newscasters, journalists, callers, editors, etc., to the SSA Public Information Officer (PIO), and to notify their respective District, Program, or Regional Managers. The SSA PIO will collaborate with appropriate SSA subject matter experts, executives, deputies, managers, custodians of record, and/or other employees as may be required, to identify the appropriate information and/or individual needed to respond to all media requests.

All proposed SSA press releases should be routed through the appropriate chain-of- command for approval, and then routed to the PIO prior to release and/or posting. Additionally, any new information that requires posting on the SSA Internet and/or any social media sites is required to be similarly routed to the PIO, in accordance with the established procedure contained in Administrative Services Division Policy and Procedures I 2, Online Media. The PIO will review and edit the material in consultation with the Chief Deputy Director, who will provide the final recommendation or authorization to issue the Press Release and/or post the information to the appropriate websites as requested.
