


<b>Policy Title:</b>	<b>Media Communication Policy</b>		
	<b>OFFICE OF THE CHIEF ADMINISTRATIVE OFFICER</b>	<b>Category</b>	Public Affairs
		<b>Administrative Policy #</b>	
		<b>Revision #</b>	
		<b>Review Frequency</b>	As Needed – no less than triennially
<b>Administrative Division</b>	Public Affairs	<b>Reviewed By</b>	Public Affairs, General Counsel
<b>BOWC Approval</b>		<b>Last Reviewed/Update Date</b>	
<b>Implementation Date</b>			

## 1. OBJECTIVES

- 1.1. To ensure and provide an effective process for receiving and responding to media inquiries through the proper DWSD channels and spokespeople.

## 2. PURPOSE

- 2.1. The purpose of this policy is to provide clarity for all DWSD employees regarding interaction with the media and responding to inquiries in a professional and effective manner in order that DWSD may maintain a positive relationship with media contacts as well as adequately inform the media of various events or pieces of information.

## 3. DEFINITIONS

“DWSD” stands for Detroit Water and Sewerage Department.

“Employee” means a person hired and currently employed by DWSD including all contract workers.

“Inquiry” means any request for information from the media regarding DWSD operations.

“Media” refers to radio, television, newspaper, and other outlets that provide news coverage to the public.

“Spokesperson” means DWSD Director, Deputy Director, and Public Affairs Director or designee. Other positions may be authorized when directly requested from the aforementioned positions to speak on behalf of the DWSD.

## 4. SCOPE

- 4.1. This policy applies to all DWSD employees and to any situation in which the media may have an interest in obtaining information regarding DWSD.

## 5. RESPONSIBILITIES

- 5.1. DWSD employees are responsible for understanding and applying these policies and procedures in the event that they are contacted by a member of the media.
- 5.2. DWSD employees are responsible for directing members of the media to the Public Affairs Division.

## **6. POLICY**

- 6.1. DWSD will respond to media inquiries with professional and thoughtful language, a well-informed understanding of the situation, and honesty and integrity, providing information in a reasonable and timely manner.
- 6.2. DWSD will comply with all relevant regulations in relation to public disclosure of incidents, operations, and financials and shall disclose all information in a fair and equitable manner.
- 6.3. Only a DWSD Spokesperson shall respond to media inquiries. All other DWSD employees shall immediately direct media inquiries to Public Affairs.
- 6.4. Employees are not authorized to speak on behalf of DWSD unless the Director has delegated authority to an employee to do so.
- 6.5. Refer to the Acceptable Use Policy and Procedure for further details regarding social media use.

## **7. PROCEDURE**

### **7.1. Receiving Media Inquiries**

- 7.1.1. The media are required to submit a FOIA for all document requests. Refer to the relevant policy for additional information.
- 7.1.2. Requests by the media for interviews or verbal statements are directed to Public Affairs for consideration. Public Affairs may request questions be submitted in writing.
- 7.1.3. After reviewing the request, DWSD may agree to an interview with a Spokesperson or provide a statement.

### **7.2. Significant Events/Incidents**

- 7.2.1. The Director and Deputy Director shall be immediately apprised of any significant incident or story involving failure or destruction of City-owned water or sewer infrastructure, employee injury or death, or criminal activity at a City-owned facility.
- 7.2.2. If the Director deems appropriate, the Mayor's Office shall also be advised of the incident or event.
- 7.2.3. Refer to the Emergency Communications and Public Notification Policy for additional information related to emergency communications.