
CITY OF ANAHEIM PUBLIC UTILITIES DEPARTMENT ORDER

191 – COMMUNICATIONS / MEDIA RELATIONS POLICY

I. BACKGROUND

Department Order (or DO) 191 establishes the Department's procedure to ensure that timely, accurate, consistent and appropriate information is released to the public.

II. APPLICABLE CITY REGULATIONS

Department Order 191 complies with the rules and practices regarding communications and media relations as established by the City Manager's Office, including:

- Administrative Regulation 155 – Information Services Technology Use Policy
- Administrative Regulation 160 – Social Media Website Use

III. MEDIA RELATIONS STEP-BY-STEP PROCEDURE

A. Responding to Media Inquiries or Requests

1. Receiving a media inquiry or request
 - a. Department employees shall not respond directly to media inquiries. In the event that a camera is turned on a staff person, please make sure that staff responds with a no comment response (Example: "I will put you in contact with the appropriate person to respond. What is your name, affiliation and phone number?").
 - b. Forward all media inquiries to the Utilities Communications Supervisor (UCS)
2. UCS responsibilities for responding to a media inquiry or request
 - a. Ensure that the General Manager, appropriate Assistant General Manager and City's Public Information Office (PIO) are advised of the request for information and what information was presented to the media
 - b. For emergency situations involving utility matters, UCS will coordinate with the City's PIO and/or the Public Safety PIO to determine what information to disseminate and who will serve as the point of contact to the media
 - c. The UCS may discuss general business conducted by the Department with the media.
 - d. The UCS may not discuss confidential information with the media including, but not limited to, information relating to:
 1. Customer accounts
 2. Litigation or potential litigation
 3. Certain business negotiations
 4. Department personnel
 5. Information covered by the Health Insurance Portability and Accounting Act (HIPPA)

B. Press Releases

Press releases pertaining to Department information shall be prepared by the UCS, following review by the following:

1. Division Manager and/or Assistant General Manager
2. General Manager
3. City's Public Information Office (PIO)

C. Public Announcements and Social Media Posts

1. Public announcements and social media posts include but are not limited to, those regarding conservation programs, project updates, and customer alerts. Department staff may request and UCS, or designee, will be responsible for posting all public announcements and social media posts on behalf of the Department.
2. Employees shall not post information, photos, videos, or comments on personal social media accounts as well as in public social media forums or groups, related to the City of Anaheim or Department unless reviewed and approved by the UCS. Posting on social media sites is subject to existing policies (refer to Administrative Regulation 160 – Social Media Website Use).
3. Emergency notifications may be coordinated through Department Operations Centers, in consultation with the UCS, as directed by the Assistant General Manager or General Manager.

D. General Manager Authority

The General Manager reserves the right to make discretionary exceptions to the policies and procedures outlined in this department order as circumstances and conditions warrant

IV. USE OF PHOTO OR VIDEO; AND PHOTOGRAPHS OR VIDEO OF DEPARTMENT FACILITIES

Staff shall consult with the UCS prior to taking or using any photographs or videos of individuals or locations for any use to determine whether a release/consent form is required. In addition, the UCS shall be consulted when videos or photographs are requested of Department facilities. The UCS shall use the following guidelines to determine whether releases are required, and the UCS will consult with the City Attorney's Office to assist with this determination and the preparation of appropriate release forms. Uses which are subject to this Department Order include, but are not limited to the following: news or trade organizations, internally produced television, video, PowerPoint presentations, flyers, handouts, and other collateral materials.

A. Photo & Location Releases

1. A release is generally not required if subject is:
 - a) Photographed in a public space or at public events, except that all minors (i.e., anyone under age 18) must have a release from a legal guardian unless the photograph of the minor is out of focus, a silhouette, or posterior view.
 - b) City facilities or a staff member.
- 2) A release is generally required if:
 - a) Subject (except staff) is recognizable and in a non-public space;
 - b) The subject is a minor;
 - c) There is visual content within the video or photograph which is considered proprietary (e.g., trademark, copyright, etc.)

B. Third Party Location Requests

Upon a request to video or take images of the City facilities, a release agreement is required. The release agreement provides limited authorizations to take the video or photograph and the obligations of the Utilities rights to review before publishing, the dates of use, an insurance agreement, and an acknowledgment of liability.

C. Critical Infrastructure


No photographs or videos of critical infrastructure shall be made without compliance with DO 172 - Release of Critical Infrastructure Information.

V. DEPARTMENT ORDER RESPONSIBILITIES

- A. Administrative Control (Implementation, Interpretation) – UCS, General Manager’s Office
- B. Communication and Training – UCS
- C. Updating – UCS

VI. ATTACHMENTS

(None)

Submitted: 

Dukku Lee
Public Utilities General Manager

3/1/18

Date

Approved by the Public Utilities Board On

02/28/2018

Date