

**PUBLIC INFORMATION POLICY**

This memo shall serve an Interim Policy Procedure for the functions governing public information for Beaufort County. It is anticipated that this procedure shall remain in effect until a Public Information Officer is funded and hired in the County.

The objective of this interim procedure is to assure an accurate, coordinated, and timely response to professional media requests to County Departments.

Effective immediately, the following procedures will be followed by departments and affected individuals within the County:

1. The primary contact point for all media inquiries within a department shall be the Department Head.

A. All staff that are contacted by the media shall pass on the media request/call to their respective Department Heads.

2. Department Heads will e-mail, fax, or phone the County Administrator with a brief summary of any media requests and their responses to those requests as soon as possible after media "contact" has concurred.

A. In the event the County Administrator is contacted by the press initially, the County Administrator will either answer their request for information or respond to questions directly. If the County Administrator determines that the most complete response should come from the Department Head, the County Administrator will immediately pass the reporter on to the affected Department Head and will coordinate the request with said Department Head.

3. When the County is the originator of a media "contact" (i.e., an opted piece, a news release, Letter to the Editor, etc.), all final product produced for distribution with the media will be coordinated through the County Administrator.

4. The County Administrator will keep the County Chair and members of Council informed of media requests through a "weekly" summary of media contacts or directly upon "contact" if necessary.

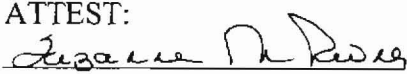
Adopted this 22<sup>nd</sup> day of March, 1999.

COUNTY COUNCIL OF BEAUFORT COUNTY

BY: 

Frank Brafman  
Chairman

ATTEST:

  
Clerk to Council