


City of Los Alamitos

Administrative Regulation

Regulation:	1.5	
Title:	Media Contact	
Authority:	City Manager	
Date:	May 2, 2005	City Manager
Revised:		

1. **Purpose:** The purpose of this regulation is to expand upon the "Contact with the Media" provisions as articulated in Administrative Regulation 1.4, "Contacts by Employees of the City".
2. **Application:** This Administrative Regulation applies to all employees of the City reporting to the City Manager. All other employees are requested to comply with this regulation in the interest of uniformity.

3. **Regulation:**

A. Authorization Required

Permission to speak to the media on the City's behalf is limited to very few staff members. If an employee is not sure if they are included on this list, they must check with the City Manager. Limited contact with the media allows us to manage the information provided to the media to insure that accuracy and confidentiality are maintained. It also allows the City to keep the City Council apprised of any stories that are developing.

B. Procedures

For all City employees and contract staff, please follow the procedures outlined below when contacted by any member of the media. This policy is to be followed regardless of whether the employee/staff member was contacted in person, in writing or by phone.

1. If the media contacts an employee and that employee is NOT AUTHORIZED to speak to the media, refer the call immediately to the City Manager, or his/her designee. Obtain the subject matter of interest from the media contact and inform the City Manager, or his/her designee, immediately.
2. Notify the City Manager, or his/her designee, that you were contacted even if you think the media will be calling the City Manager. The media may use a variety of tactics to get the

information or a quote they want from an employee, therefore, employees must always use caution when dealing with the media.

3. If the media contacts an employee and that employee IS PERMITTED to speak to the media, the employee must immediately inform the City Manager of the conversation with the media contact, including the topic of conversation and the information the employee provided. The City Manager must be informed of any media contact regardless of the setting or the discussion.
4. If the City Manager speaks to the media, and determines that it would be more advantageous for the media to speak directly to a specific employee, the City Manager may ask an employee first if they are able to assist with the story, and let the employee know to expect a call from media contact. If the City Manager has not notified an employee of this media contact, please treat a media contact as outlined above.
5. Important rules to remember:
 - a. Employees must always verify whether they are authorized to give information to the media contact.
 - b. Report ALL contacts with the media to the City Manager.
 - c. There is no such thing as "off the record."
6. Media Authorization List
 - a. City Manager
 - b. Assistant City Manager
 - c. Department Heads
 - d. Bureau Managers
 - e. City Clerk
 - f. Police Captain
 - g. Designated Public Information Officers
 - h. Assistant to the City Manager