

SAN BERNARDINO MUNICIPAL WATER DEPARTMENT

POLICIES & PROCEDURES MANUAL

POLICY 10.010 - PUBLIC INFORMATION OFFICER

Date: July 2021
Revision No: 2
Supersedes: July 9, 2019
First Adopted: September 6, 2011

POLICY:

The foundation of good media relations is the coordination, uniformity, accuracy, and timeliness of the information released. There may be potential security or legal concerns regarding the release of certain information as well as the need for confidentiality regarding personal employee information.

The Public Information Officer (PIO) is the communications coordinator or spokesperson for the Water Department. The responsibility of a PIO is to provide information to the media and public.

The PIO for the Water Department is the General Manager. The General Manager may designate an acting PIO in his/her absence.

PROCEDURE:

In the event an employee is approached by a member of the media whether newspaper, radio or television, the only information they are to provide is instruction to contact the General Manager/PIO at (909)384-5091. No other information shall be provided to the inquiring member(s) of the media.

In the event of a crisis or serious incident, the General Manager/PIO serves as liaison to the media. Please refer all media inquiries immediately to the General Manager/PIO. If a request for Public Information is received, please refer to the General Manager/PIO as soon as possible as there are legal time limits for response.

Policy Review

Board Approved:
No changes:

9/6/2011
7/2018

Revision Board Approved:
No changes:
Minor changes GM Approved:

7/9/2019
7/2020
7/2021