



## Department of Public Works and Engineering

### Media Policy Policy No. 1-34

#### Purpose

The Department of Public Works and Engineering (PWE) seeks to inform the public through proactive communication programs and to foster a positive relationship with the media. The goal is to provide accurate and timely responses to inquiries made by members of the media in a manner consistent with guidelines set in place by PWE and the City of Houston (COH).

#### Scope

This policy applies to all PWE employees and the full range of communication between the media and the Department.

#### Definitions

The following terms are used in this document.

Term	Definition
<b>Media</b>	All communication channels to include, but not limited to: radio, television, print and internet.
<b>Public Affairs Office (PAO)</b>	The Section within the PWE Office of the Chief of Staff responsible for coordination and review of all media communication.
<b>Public Information Officer</b>	The designated spokesperson for the Department. The individual(s) in the Public Affairs Office directly responsible for media coordination and review.

#### Policy

The Department of Public Works and Engineering shall provide information to the media through the Public Affairs Office in a timely and responsive manner.

1. PWE employees shall immediately notify their respective supervisor of any media requests received and the supervisor shall immediately notify their manager and the PWE PAO of the request.
2. Should a member of the media make contact with an employee directly, the employee shall respond in a courteous and professional manner; request the media representative's name, affiliated media organization, contact information and

Approved:

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Date Approved:

3/15/17

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All policies are subject to amendment. It is the employee's responsibility to refer to the Department of Public Works and Engineering's intranet site for the official, most recent version. Individuals printing a copy of this policy are responsible for ensuring that revisions to the document have not been issued since it was printed.

the nature of the inquiry and forward the information to his or her supervisor and the supervisor shall forward to his or her manager and the PAO. The employee shall inform the media representative that a Department representative will contact them.

3. PWE employees shall refrain from making statements to the media unless they have been cleared to do so by the Director, a Deputy Director or the PWE PAO.
4. The Department recognizes that employees have free speech rights and the department respects those rights. If an employee engages the media beyond the scope of this policy, he or she does so as an individual citizen and not as a representative of the COH or of PWE. If a PWE employee chooses to identify themselves to the media as a COH or PWE employee, they shall also indicate their views do not represent those of the COH or PWE.
5. Should an employee receive a request for information from the PWE PAO, the employee shall respond within the timeframe specified or provide information as to additional time required to fully respond.
6. PWE employees approved to engage the media are the Director, Deputy Directors and PAO; they may approve additional employees to engage the media beyond the limited communication outlined in this policy.
7. A media request that requires the release of documents must be submitted to the PWE Public Affairs Office for review under Texas Public Information Act guidelines.
8. Upon receipt of a media request for access to a PWE facility, the PAO shall notify PWE Security and the Deputy Director over the Division responsible for the facility for permission to grant and coordinate entry.
9. Members of the media who arrive unannounced at a PWE facility or work zone shall be directed to an area of safety outside the facility or work zone until a supervisor and the PAO can be contacted for direction.

## Compliance

Adherence to the above is mandatory. Any employee who violates this policy may be subject to corrective action.

## Attachments

Attachments	Title
N/A	

### Revision History

Rev.	Revision Date	Modified by	Description
01	03/15/17	DO/Chief of Staff	New Format