

Date: 12/31/2019 **Updated:** 12/31/2022 **Date To Be Reviewed:** Three Years – 12/31/2025

Title of Document: 3.4 LOPR_Public Information Policy Statement

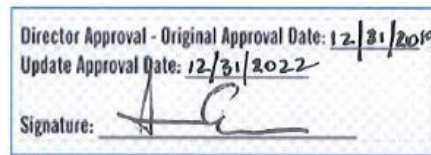
Background:

The City of Lake Oswego Parks & Recreation Department (LOPR) believes that public trust and respect is earned through the transparent actions and decisions made by the organization. To that end, the pursuit of effective communication methods is critical to an informed citizenry. LOPR is committed to dissemination of timely and accurate information to the public and media in all manners legally admissible and approved by City Council and City Management. This policy statement defines policies and procedures for LOPR staff in regard to media relations and the dissemination of public information.

Employees are expected to make every attempt to respond promptly, fairly and accurately to all media inquiries, treating members of the media with professional and ethical behavior.

Procedures:

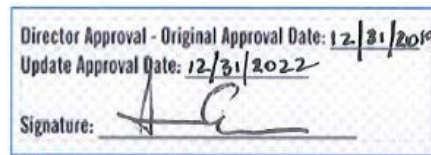
- Only the LOPR Director has the authorization to initiate contact or to direct others to initiate contact with the media on behalf of LOPR and is responsible for keeping City management and City Council apprised of LOPR media matters.
- Matters related to City government, City management, or other departments are referred to the public affairs department for determination.
- Public records requests guidelines and forms are available at: <http://www.ci.oswego.or.us/citymanager/public-records-requests>
- The LOPR Director, or his/her designees, are the official spokespersons of LOPR. Refer to 3.4 - A LOPR Public Information Policy Designee List
- The LOPR Director may designate employees as subject experts, (i.e., recreation programming, parks projects, maintenance of parks facilities and properties.) These experts as designated by the LOPR Director can serve as LOPR's primary media spokespersons related to the Director's pre-designated specific topics. These circumstances of designated approval apply to verbal or written communications with local newspapers, any other newspaper or television or radio news personnel, and submitted for inclusion in the Hello LO newsletter and/or Hello LO LOPR insert, LOPR Activities Guide, FactBook annual report, and other printed materials for public distribution.



- When in doubt on who should address media inquiries or represent a topic in a news release, always refer to the Director or his/her designee.
- All communications requests from the media for undesignated topics is to be referred to the LOPR Director.
- The topics of elections, bond measures (before the bond measure, on the ballot or once approved), and anything “politically sensitive” are to be referred to the LOPR Director.
- Employees are not required to give a media interview. Referring the reporter/media inquirer to the appropriate LOPR Supervisor or Manager is encouraged.
- When an employee who is not a designated spokesperson on a project or topic is contacted by the media, it is allowable to ONLY convey readily available, factual information such as public meeting dates, rules and regulations and contact information. If an employee is at all uncertain, the request should be referred to appropriate LOPR Supervisor or Manager.
- If the employee does speak with the press, send an email to the Director:
The subject line should say “**Media Contact.**”
In a sentence or two, **briefly** state the name of the news outlet and the topic of discussion. For example, “Interviewed this morning by a reporter for OPB about Howl at the Moon.”
- Staff will avoid answering questions outside their immediate scope and absolutely avoid voicing speculation, opinions and assumptions.
- Errors in reporting should be brought to the attention of the LOPR Director immediately upon discovery.
- The Parks Board Chairman serves as the spokesperson for the Parks, Recreation and Natural Areas Board.

Public Records/Information Requests:

- Certain records are exempt from public disclosure pursuant to ORS 192.445 and ORS 192.503(3). Examples of exempt public records include employee and volunteer addresses, electronic addresses, social security numbers, dates of birth, and telephone numbers contained in personal records. Such information may be released only upon



the written request of an employee or volunteer, or as otherwise provided by law.

- Confidential, investigative or personnel information may not be disclosed except by the Executive Director or his designee.
- Requests for public records require a formal request process as described in the Public Records Request Policy. Access to the policy and Public Records Request forms may be found on the City website at <http://www.ci.oswego.or.us/citymanager/public-records-requests>, or by contacting the Public Affairs office.

Media Releases:

- All LOPR media releases will be distributed to the media after approval by the LOPR Director. Releases may be drafted by other personnel or in cooperation with the LOPR Marketing & Community Relations team. Releases will be distributed for topics of media interest. Releases should be distributed a minimum of two weeks prior to an event or activity when possible.

Social Media:

- LOPR maintains Facebook accounts, Instagram accounts, Twitter accounts, Next Door, and other accounts that contribute to LOPR's public and media relations efforts. Only employees/contractors designated by the LOPR Director and the City Communications Team are contributors to these accounts. Employees should also refer to the IT Acceptable Use of Information Technology policy located at the IT Internal Pages Website.

Training:

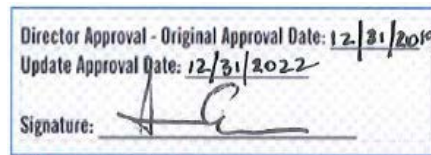
- LOPR is committed to helping employees understand how best to work comfortably with the media. Review of this policy and training in LOPR media communications protocols is included in the 4.6 – 9 LOPR Employee Onboarding Checklist.

Cooperation with Other Agencies:

- LOPR participates with other government agencies (County, Metro, School District) on media related topics as needed and available. Examples include communicating information on cooperative projects. Either the LOPR Director or designate will assume the role of spokesperson on a case-by-case basis, and the LOPR Director is responsible for the appropriate communication with City management and City Council.

Crisis Communications:

- Specific protocols for City emergency communications are outlined in *The City of Lake Oswego, Clackamas County, OR Emergency Operations Plan*. The plan is designated as



4.9 – 0 LOPR_City of Lake Oswego EOP_FINAL5_123116.pdf located on the LOPR shared drive P: Parks Policies & Procedures folder. Sections 3.2.3.2 Communications and 3.2.3.15 External Affairs specifically outlines the communications protocols and responsibilities for City crisis communications.

- As designated in *The City of Lake Oswego, Clackamas County, OR Emergency Operations Plan*, “each Department is responsible for developing and maintaining its own emergency management procedures.”

Resources:

3.4.A LOPR_Public Information Policy Director Designee List.

3.4.1 LOPR_Public Information and Community Relations Responsibility

Public Records Request Guidelines and Forms Webpage Link

IT Department Acceptable Use of Information Technology Policy

Social Media Guidelines

The City of Lake Oswego, Clackamas County, OR Emergency Operations Plan. The plan is designated as 8.6 City of Lake Oswego EOP_FINAL5_123116.pdf located on the LOPR shared drive P: Parks Policies & Procedures folder. Sections 3.2.3.2 Communications and 3.2.3.15 External Affairs

Responsibility/Contacts: Director, Deputy Directors, Communications and Sponsorship Coordinator, Administrative Assistant