



Monterey County

Item No.15

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 22-859

September 27, 2022

Introduced: 9/8/2022

Current Status: Scheduled AM

Version: 1

Matter Type: General Agenda Item

- a. Approve Monterey County Communications & Public Relations Guidelines pursuant to the County Media Policy (Policy Number G-145 of the Board Policy Manual)
- b. Provide direction to staff as appropriate.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve Monterey County Communications & Public Relations Guidelines pursuant to the County Media Policy (Policy Number G-145 of the Board Policy Manual)
- b. Provide direction to staff as appropriate.

SUMMARY:

The Board of Supervisors, upon approving the creation of the County Communications Program, directed staff to develop policies, procedures, guidelines and best practices to create consistent messaging and standards for all external and internal communications. The purpose of this policy is to establish guidelines for County of Monterey management, employees, elected officials and appointees that support current best practices where it concerns Communications and Public Relations.

DISCUSSION:

Having uniform policies and guidelines regarding Communications and Public Relations is critical in creating an environment of transparency and effective and efficient communications to the residents and stakeholders of the County of Monterey. It also supports the strategic initiatives of the Board of Supervisors to modernize the methods and tools the County uses to keep the public informed on matters impacting the quality of life in Monterey County. Implementing this policy is one step in facilitating improved communications with the public the County serves.

OTHER AGENCY INVOLVEMENT:

County Counsel, County Administrative Office.

FINANCING:

There is no impact to the General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Legistar File Number: 22-859

Mark a check to the related Board of Supervisors Strategic Initiatives

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

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9/20/2022 | 1:20 PM PDT

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Nicholas E. Chiulos, Assistant County Administrative Officer

Attachments:

Draft Policy