



County of Monterey

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

Board Report

File #: 22-925, **Version:** 2

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

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).

SUMMARY:

On September 27, 2022, the Board of Supervisors, upon reviewing the first draft of the proposed policy, recommended changes to the policy, including: the need to clarify the procedures for Board requests; the addition of more specific language regarding bilingual and ADA compliant messaging; referencing the revised social media policy for guidance with regard to best practices, and clarifying the reporting procedures for public and media appearances. The attached policy includes these Board directed changes. Accordingly, we are now seeking approval of the Monterey County Communications & Public Relations Guidelines.

DISCUSSION:

Having uniform policies and guideline regarding Communications and Public Relations, is critical in creating an environment of transparency and effective and efficient communications to the residents and stakeholder of the County of Monterey. It also supports the strategic initiatives of the Board of Supervisors 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:

Mark a check to the related Board of Supervisors Strategic Initiatives

☐ Economic Development
☒ Administration
☐ Health & Human Services
☐ Infrastructure

__ Public Safety

Prepared by:

Nicholas Pasculli, County Communications Director

Approved by:

Nicholas Chiulos, Assistant County Administrative Officer

Attachments:

Board Report

Draft Policy