



Legislation Details (With Board Report)

File #: 22-859 **Name:** 09.27.2022 County Media Policy
Type: General Agenda Item **Status:** Received
File created: 9/8/2022 **In control:** Board of Supervisors
On agenda: 9/27/2022 **Final action:**
Title: 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.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Board Report, 2. Communications Public Relations Handbook - Design Edit 1, 3. Completed Board Order No. 18

| Date | Ver. | Action By | Action | Result |
|-----------|------|----------------------|--------|--------|
| 9/27/2022 | 1 | 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.

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:

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 E. Chiulos, Assistant County Administrative Officer

Attachments:

Draft Policy