

 <p style="text-align: center;">STATE OF ALASKA DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES</p> <p style="text-align: center;">Policy and Procedure</p>	POLICY AND PROCEDURE NUMBER 02.02.010	PAGE 1 of 2
	EFFECTIVE DATE August 20, 2007	
SUBJECT Media Communications		SUPERSEDES New
CHAPTER Administration	SECTION Correspondence and Communications	APPROVED BY Signature on File

PURPOSE

This formalizes the policy and procedure (P&P) of the department on communicating with the media.

POLICY

It shall be the policy of the Department of Transportation and Public Facilities (DOT&PF) to:

- abide by a spirit of openness and cooperation with the general public in support of the mission of the department
- ensure media inquiries are addressed by the most qualified person available
- respond to all inquiries in a timely manner
- immediately notify the designated public information officer within each region of all media contacts.

Employees of the DOT&PF who speak to the media during the normal course of their business do so as representatives of the department.

The Regional Director of each region will designate a public information officer that will be responsible for all media communications. The Headquarters Chief Communications Officer has been designated as the individual responsible for all media communications for Headquarters and the Marine Highway System.

Definition

The term “media” shall include radio and television, publications of general circulation within Alaska and outside of Alaska, all trade and special publications, web-based publications and any advocacy organization that publishes or interprets material for public consumption.

PROCEDURE

When contacted by a representative of the media, a DOT&PF employee will take the following action:

1. Be helpful and courteous and assure that media inquiries are answered by the appropriate person and in a timely manner
2. Determine whether he/she is the appropriate contact and if he/she is not, direct the media inquiry to the appropriate person
3. Respond to all media inquiries in a timely manner
4. At the conclusion of the contact, notify the public information officer and immediate supervisor within the region, as follows:
 - a. The DOT&PF employee who spoke to the media representative must contact the appropriate public information officer during the same day the contact was made.
 - b. The notification should include: the identity of the news organization, the media reporter, their deadline and the subject matter discussed.
5. Direct all media communication relating to Incident Command to the designated spokesperson within the Incident Command Center.

AUTHORITY

A.S. 44.17.030
A.S. 44.42.030

IMPLEMENTATION RESPONSIBILITY

Deputy commissioners, regional directors, and system directors and managers.

DISTRIBUTION

All department employees via the DOT&PF website