

CITY OF DOTHAN, ALABAMA

STANDARD OPERATING GUIDELINE - NO. 7

OFFICIAL CITY NEWS RELEASE

I. PURPOSE

To provide guidance over news releases to insure that the public is informed of City activities.

II. GUIDELINE

- A. All special releases will be made by the Public Information Officer and will be approved by the City Manager.
- B. In the absence or unavailability of the City Manager, the acting City Manager will approve.
- C. The Departments responsible for news releases will insure that the Standard Operating Guideline is met before such news releases are distributed.
- D. This guideline does not restrict a Department Head from communicating with the media in providing supporting input to official news releases, City policy or operational matters relating to that department.
- E. Department Heads shall have the authority to issue news releases of routine, non-controversial matters. Copies of those news releases shall be forwarded to the Public Information Officer for internal notification.
- F. Department Heads should seek the advice of and use the Public Information Officer to improve the quality of news releases.
- G. The Mayor and Commissioners are not restricted or subject to the above guidelines.

III. RESERVATION OF AUTHORITY

The City Manager reserves the right to change, amend or modify this operating guideline.

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IV. APPROVAL AND EFFECTIVE DATE

This operating guideline is adopted and approved by the City Manager on this _____ day of _____, _____

ATTEST BY:

APPROVED:

CITY CLERK

CITY MANAGER