



ADMINISTRATIVE POLICIES

SECTION:	General Administration	POLICY #: 215 - NEW
TITLE:	Communications Review and Approval	PROCEDURE #: 215-A - NEW
		ORDER #:
DEPT:	Board of Commissioners	PROGRAM: N/A
ADOPTED:	3/26	REVIEWED: 3/26
		REVISED: N/A

PURPOSE: To ensure consistency, accuracy, and alignment with Marion County standards and the Board of Commissioners' direction, all communications intended for distribution to the public and/or community partners must undergo review and approval by a designee in the Board of Commissioners' Office.

AUTHORITY: The Marion County Board of Commissioners may establish rules and regulations in reference to managing the interest and business of the county under ORS 203.010, 203.035, 203.111, 203.230.

The Marion County Board of Commissioners expresses the governing body's official, organizational position on fundamental issues or specific repetitive situations through formally adopted, written policy statements. Policy statements serve to provide rules for public officials on the conduct of county business.

Marion County Administrative Policies and Procedures outline the methods through which the Board of Commissioners takes formal action on administrative policy. They are the official record of county administrative policy.

APPLICABILITY: Department Heads or designee, Communications Coordinators, and employees preparing communications intended for distribution to the public and/or community partners, unless the department is headed by an elected official other than the Board of Commissioners.

GENERAL POLICY: All communications require review and approval by the Department Communications Coordinator, Department Head or designee, and the Board of Commissioners' Communications Officer, Chief Administrative Officer, or Deputy County Administrative Officer prior to release.

DEFINITIONS: *Communications:* Any material intended for broad public distribution either directly or to/through community partners, including but not limited to: social media posts, external brochures, emails or materials to any news

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entity or individual working on behalf of a news entity, educational materials on county programs, public information campaigns (including forwarding state/federal agency materials), public surveys, external flyers, public newsletters, PowerPoint presentations for the public or partners, billboards, television advertisements, external marketing materials, and any other materials intended for broad public distribution and/or education.

POLICY GUIDELINES:

1. RESPONSIBILITIES

It is the responsibility of the Department Head and department Communications Coordinator to ensure communications are reviewed and approved by the Board of Commissioners' Communications Officer, Chief Administrative Officer, or Deputy County Administrative Officer.

- 1.1. The Department Head of each department is ultimately responsible for all communications originating from their department.
- 1.2. The department Communications Coordinator shall provide the initial review, logging, and tracking of communications.
- 1.3. The Department Head shall approve communications prior to submission to the Board of Commissioners' Communications Officer, Chief Administrative Officer, or Deputy County Administrative Officer.
- 1.4. The Board of Commissioners Communications Officer, Chief Administrative Officer, or Deputy County Administrative Officer shall provide final review and approval of department communications.

2. EXCEPTIONS

- 2.1. Emergency or time-sensitive communications may be exempted from regular procedural time intervals in procedure 215-A upon petition to the Board of Commissioners' Communications Officer, Chief Administrative Officer, or Deputy County Administrative Officer on a case-by-case basis.
 - 2.1.1. In this situation, the Board of Commissioners' Communications Officer or designee maintains the right to deny the petition if it is not deemed a true emergency.
- 2.2. For public records requests from any news entity or individual working on behalf of a news entity, the Communications Officer, Chief Administrative Officer, or Deputy County Administrative Officer shall be notified of the request no later than when it is acknowledged. Acknowledgment of a public records request does not require approval. The Communications Officer, Chief Administrative Officer, or Deputy County Administrative Officer have discretion to require or not require approval of further communications related to the records request.

SUBJECT:

3. IMPLEMENTATION

- 3.1. Department Heads shall ensure that this policy is continually implemented within their departments.
- 3.2. Violation of Policy 215 or Procedure 215-A is cause for disciplinary action determined by the Personnel Officer or Board of Commissioners.

4. PERIODIC REVIEW

- 4.1. This policy shall be reviewed at least every five years by the Board of Commissioners, or more often if needed, and updated as necessary.

Adopted: 3/26

Reviewed: 3/26

Revised: N/A