



# ADMINISTRATIVE REGULATION

## Office of the City Administrator

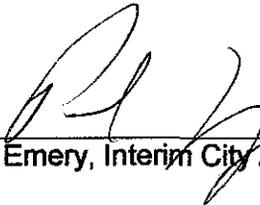
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Sections	1-6
Effective Date	4/21/08
Responsible Department	Administration
Review Date	4/21/13

### **SUBJECT: Media Contact Advisory Notification**

1. **Purpose:** This Administrative Regulation established protocol for all contact with media representatives by any member of Huntington Beach's staff.
2. **Authority:** Section 401, Huntington Beach City Charter.
3. **Application:** This regulation applies to all departments and personnel.
4. **Definitions:** Media contact is any interview, discussion, news release, presentation or exchange of written audio/visual materials with any member of the media. This medium includes, but is not limited to, newspapers, magazines, radio, television, corporate communication, or Internet. Contact can take place via phone, in person, by fax, or e-mail.
5. **Policy:**
  - 5.1. The city is dedicated to creating and maintaining honest and quality communication with all members of the media.
  - 5.2. All employees of the city of Huntington Beach shall provide a synopsis of any and all contact with media representatives to the Public Information Office in a timely manner.
  - 5.3. All contacts will be reviewed and distributed to all concerned parties.
6. **Responsibilities:**
  - 6.1. Originating Department
    - 6.1.1. For each contact with media representatives, an e-mail message or voice message will be submitted to the originating Department Head with copies sent to the City Administrator, Assistant City Administrator, and Public Information Officer. The message should include the following information: Date, Media Outlet, Media Representative, Nature of the Communication, and the Information Communicated to the Media.
    - 6.1.2. It is important that all contact with and by the media be communicated immediately after the contact is made. Exemptions to this include routine information that is sent out by the police, fire and marine safety departments where there is no extraordinary media coverage.

**6.2. Administration/Public Information Office**

- 6.2.1. The Public Information Office will review the Media Contact Message and forward the information to the Mayor and City Council, via the City Administrator, as necessary, dependent upon the nature of the contact.
- 6.2.2. The Public Information Office will maintain a file of all contacts and will prepare an internal report from the accumulated information in order to better direct the city's media interactions.



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Paul Emery, Interim City Administrator