



COUNTY ATTORNEY'S OFFICE
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APPROVED
BY ORANGE COUNTY BOARD
OF COUNTY COMMISSIONERS
MAY 06 2014 NP/CAS

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Kimberly Cundiff
Cathy Saravanja, CP
Maria Vargas, ACP

MEMORANDUM

TO: Mayor Teresa Jacobs
and
Board of County Commissioners

FROM: Dana Crosby, Assistant County Attorney *dlc*

DATE: April 10, 2014

SUBJECT: **Consent Agenda Item for the Board Meeting on May 6, 2014**
Proposed Revised Administrative Regulations 5.02, titled "News Releases" and 5.02.01, titled "Newsletters, Public Information and/or Public Relations Publications"

Attached for your review is a proposed revisions to Administrative Regulation 5.02 and 502.01.

I. EXPLANATION & SUMMARY OF PROPOSED REGULATION:

At the request of the Orange County Administrator's Office, the attached regulation was reviewed in depth and revisions were made to ensure that the regulation is consistent with current practices and procedures.

It is my intent to place the proposal on the May 6th, Consent Agenda for approval by the Board of County Commissioners. Please advise me of any questions, comments, or modifications you may wish to make prior to that meeting.

II ACTION REQUESTED:

Approval of proposed revisions to Administrative Regulations 5.02 and 5.02.01, titled

"News Releases" and "Newsletters, Public Information and/or Public Relations Publications," respectively.

AMC

Attachment

cc: Ajit Lalchandani, County Administrator
Jeffrey J. Newton, County Attorney
Eric Gassman, Chief Accountability Officer

approved in accordance with the Administrative Regulation concerning travel. If reimbursement or prepayment of travel expenses is offered, the Code of Conduct Section of the Policy Manual may apply.

FOR MORE INFORMATION CONTACT: County Administrator's Office
REFERENCE: Orange County Policy Manual
APPROVED: 10/29/90
REVISED: 6/27/06

5.02 NEWS RELEASE

I. POLICY

A. The Communications Division shall be responsible for coordinating the release to the news media of all information on matters pertaining to departments and activities under the jurisdiction of the Board of County Commissioners unless the department has received an exemption from the Communications Manager or designated staff for routine press releases and media alerts.

B. News articles and information pertaining to the activities of other elected officials will be handled by those respective offices.

C. Because of the unique nature of the services and activities provided by the Orange County Convention Center, news releases for that facility are not subject to this policy.

II. PROCEDURES

A. Prior to the release of any information to the news media by any department under jurisdiction of the Board of County Commissioners that has not received an exemption as detailed above, the Manager of the Communications Division shall be consulted to determine the proper means for disseminating such information. Departments that have been granted exemptions will send a courtesy copy of all press releases and media alerts via email or fax to the Communications Division.

B. No news item, other than the news releases from the Board of County Commissioners, shall be sent to the Communications Division for distribution to the media unless the information has been reviewed and approved by the department.

C. The Communications Division will

disseminate news to the general public, through various media sources, at the direction of the County Administrator. In such cases as the County Administrator or the Manager of the Communications Division deem appropriate, information shall be made available as a formal news release.

FOR MORE INFORMATION CONTACT: Communications Division, County Administrator's Office
REFERENCE: None
APPROVED: 5/11/87
REVISED: 6/27/06; 5/6/14

5.02.01 NEWSLETTER, PUBLIC INFORMATION AND/OR PUBLIC RELATIONS PUBLICATIONS

I. POLICY

A. The *Orange Spiel* shall be the primary media for publishing and disseminating County employee news, and shall be the responsibility of the Human Resources Department with support from the Communications Division.

B. An internal newsletter may be published by a department or division to disseminate news concerning its employees.

C. All other brochures or publications of a promotional nature shall be reviewed and approved as to content and distribution by the County Administrator or designated staff prior to duplication or printing.

D. All public information bulletins or newsletters shall be processed by the Communications Division unless the County department is granted an exemption from the Communications Division Manager or designated staff.

II. PROCEDURES

A. Any employee who has an item of County employee news may have such information considered for inclusion in the *Orange Spiel* by contacting his/her department or division reporter or by submitting information to the newsletter editor.

B. Any newsworthy article or information of general employee interest may be sent to the newsletter editor for consideration for inclusion in the *Orange Spiel*. However, information or materials relating to

administrative or departmental policy or management must have prior approval of the department to be considered for publication.

C. All newsletters, including an annual report, within a department must have the initial approval of the County Administrator along with the approval of the department prior to distribution.

D. Glossy magazines with more than four color covers and interior pages are prohibited. Four color covers and two color interior pages are permitted.

E. Copies of all newsletters shall be provided to the Communications Division, which will maintain a master file and monitor policy compliance.

FOR MORE INFORMATION CONTACT: Communications Division, County Administrator's Office

REFERENCE: None

APPROVED: 5/22/87

REVISED: 6/27/06; 5/6/14

5.02.02 SOCIAL MEDIA POLICY

I. POLICY

Orange County government shall use effective, cost-efficient marketing tools to inform citizens of information, including programs, services, activities, events and other department-associated interests. Social networking is an example of a method that can be a low-cost, effective, and instantaneous means of communication with our community, provided that the use of social networking as a marketing tool is applied in a responsible, efficient, ethical, and legal manner to support facilities, services, and programs of Orange County.

II. PROCEDURES

A. Use of social networking for official Orange County publicity purposes (promotion) shall be governed by these rules. Prior to using social networking for any promotion, the appropriate department or division personnel must complete and submit a request, on an approved form, to the Communications Manager or his/her designee requesting such use. Upon receipt of such a request, the Communications Division Manager or his/her designee will consider approval of the request. The following non-exhaustive list of criteria will be utilized:

1. Ensuring that the social networking websites selected for use are part of an integrated public communication and marketing strategy;

2. Ensuring all necessary resources are available for current and on-going implementation;

3. Ensuring all accounts are created by Orange County Information Systems Services (ISS) and remain the sole property of Orange County Government;

4. Ensuring adherence to established Orange County design and brand standards for social networking accounts developed by Orange County Graphics;

5. Ensuring that the information provided through social networking accounts is regularly updated, accurate, consistent, and communicated in a professional manner;

6. Ensuring compliance with the public record retention requirements established by the State of Florida (General Records Schedule GS1-SL for State and Local Government Agencies);

7. Routinely monitoring the use of all approved social media sites for compliance and taking corrective action upon notice of violation of these policies, the County Administrative Regulations, or the County Policy Manual and Operational Regulations;

8. Ensuring all postings to an official Orange County Social Media website will be the official opinion/comment of Orange County Government;

9. Ensuring that the posting of a promotion will also further the purposes of other authorized County social media accounts.

B. Links to external social networking sites or websites will be allowed only if they meet one or more of the following criteria, and in no event may links be allowed to sites containing inappropriate material or to information that is not relevant to the County's mission or services:

1. The link is to a state, regional, local, or federal government agency, special purpose district, hospital, scientific or cultural organization serving Orange County, or a public educational institution;

PROPOSED REVISIONS

03/31/14

 <p style="text-align: center;">ORANGE COUNTY ADMINISTRATIVE REGULATIONS</p>	No.: 5.02
	Date: 5-11-87
	Approved By: BCC Revised: 6/27/06
Title: NEWS RELEASES	Page 1 of 1

I. POLICY

- A. The Communications Division shall be responsible for coordinating the release to the news media of all information on matters pertaining to departments and activities under the jurisdiction of the Board of County Commissioners unless the department has received an exemption from the Communications Manager or designated staff for routine press releases and media alerts.
- B. News articles and information pertaining to the activities of other elected officials, ~~other than the Board of County Commissioners~~ will be handled by those respective offices.
- C. Because of the unique nature of the services and activities provided by the Orange County Convention Center and Orange County Cooperative Extension Service , news releases for ~~that facility~~ these entities are not subject to this policy.

II. PROCEDURES


- A. Prior to the release of any information to the news media by any department under jurisdiction of the Board of County Commissioners that has not received an exemption as detailed above, the Manager of the Communications Division shall be consulted to determine the proper means for disseminating such information. Departments that have been granted exemptions will send a courtesy copy of all press releases and media alerts via email or fax to the Communications Division.
- B. No news item, other than the news releases from the Board of County Commissioners, shall be sent to the Communications Division for distribution to the media unless the information has been reviewed and approved by the department.
- C. The Communications Division will disseminate news to the general public, through various media sources, at the direction of the County Administrator. In such cases as the County Administrator or the Manager of the Communications Division deem appropriate, information shall be made available as a formal news release.

FOR MORE INFORMATION CONTACT: Communications Division, County Administrator's Office

REFERENCE: None

PROPOSED REVISIONS

03/31/14

 <p style="text-align: center;">ORANGE COUNTY ADMINISTRATIVE REGULATIONS</p>	No.: 5.02.01
	Date: 5-11-87
	Approved By: BCC Revised: 6/27/06
Title: NEWSLETTERS, PUBLIC INFORMATION AND/OR PUBLIC RELATIONS PUBLICATIONS	Page 1 of 2

I. POLICY

- A. The *Orange Spiel* shall be the primary media for publishing and disseminating County employee news, and shall be the responsibility of the Human Resources Department with support from the Communications Division.
- B. An internal newsletter may be published by a department or division to disseminate news concerning its employees.
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- A. Any employee who has an item of County employee news may have such information considered for inclusion in the *Orange Spiel* by contacting his/her department or division reporter or by submitting information to the newsletter editor.
- B. Any newsworthy article or information of general employee interest may be sent to the newsletter editor for consideration of inclusion in the *Orange Spiel*. However, information or materials relating to administrative or departmental policy or management must have prior approval of the department to be considered for publication.
- C. All newsletters, including an annual report, within a department must have the initial approval of the County Administrator along with the approval of the department prior



ORANGE COUNTY ADMINISTRATIVE REGULATIONS	No.: 5.02.01
	Page 2 of 2

to distribution.

- D. Glossy magazines with more than four color covers and interior pages are prohibited. Four color covers and two color interior pages are permitted.
- E. Copies of all newsletters shall be provided to the Communications Division, which will maintain a master file and monitor policy compliance.

FOR MORE INFORMATION CONTACT: Communications Division, County
Administrator's Office

REFERENCE: None