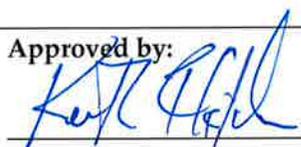
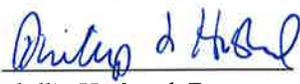


| | | |
|--|---|---|
| District of Columbia Department of Health Media and Public Appearance Requests | | PROCEDURE 620.100 Implementing Office: Office of the Director Training Required: Yes Originally Issued: February 24, 2014 Revised/Reviewed: DEC 16 2019 |
| Approved by:  LaQuandra S. Nesbitt MD, MPH; Agency Director | Review by Legal Counsel:  Phillip Husband, Esq.; General Counsel | Effective Date: DEC 16 2019 Valid Through Date: DEC 16 2022 |

| | |
|----------------------------------|---|
| I. Authority | Reorganization Plan No. 4 of 1996; Mayor’s Order 1997-42; This SOP shall supersede and replace the prior version: SOP 620.10 DOH Media and Public Relations Request, published April 14, 2014. |
| II. Reason for the Policy | The Department of Health (DC Health) routinely receives requests for information, interviews, and executive appearances from media outlets and community groups. A protocol is required to be responsive to challenging deadlines while vetting response for accuracy and alignment with the DC Health brand and messaging strategy. |
| III. Applicability | This policy applies to all DC Health employees, contract employees, volunteers, interns, summer youth employees, and federal employees assigned to the District government (collectively referred to herein as “employees” or “DC Health employees”). |
| IV. Policy Statement | Media and public appearance requests are part of the portfolio of the Office of Communications and Community Relations (OCCR) within the Office of the Chief of Staff (COS) in the Office of the Director (OD). The OCCR Director is the accountable manager for tasks assigned to this office. OCCR is the only office with the authority to respond to a media or public appearance request. Any employee who is contacted by a member of the media, or a group requesting an appearance is required to relay the request promptly to OCCR. The OCCR |

| | |
|--|--|
| | <p>Director has the authority to delegate this authority to a program manager to respond to requests regarding that program.</p> <p>To satisfy a media request, the OCCR Director, or designee, will obtain any requested information from subject matter experts (SMEs) in the relevant administration. The SME shall endeavor to abide by the requested deadline to allow OCCR to organize and edit the content for release without missing the requestor's requested response time.</p> <p>All media requests will be reported to communications staff in the Executive Office of the Mayor (EOM). EOM may assume authority on any media request, and respond directly to a requestor. When this occurs, OCCR will endeavor to respond to the request in time for EOM to meet the requestor's requested response time.</p> <p>The OCCR Director may, at his/her discretion, seek the approval of the COS, or the DC Health Director before responding to a media request. The DC Health Director may request content approval for any media request for any reason.</p> <p>A response to a media request may include informing the requestor that the information cannot be provided, or that the requestor will need to complete a Freedom of Information Act (FOIA) request.</p> <p>All requests for appearances by the DC Health Director will be routed to the Director's Executive Assistant, who maintains the DC Health Director's schedule.</p> <p>The Director must personally approve requests to appear at an event. The Director may delegate the appearance to another employee of his/her choosing, or defer the decision until more information is gathered.</p> <p>OCCR is responsible for working with the requestor to gather all details and requirements for the appearance using the Meeting/Event Request Form. OCCR will develop talking points for the presenter in advance of the event.</p> |
|--|--|

| | |
|--|---|
| | <p>OCCR is responsible for providing any appropriate pre-event publicity including, but not limited to, press releases, and social media content.</p> <p>OCCR personnel will accompany a presenter from the executive leadership team to an event when s/he is attending on the DC Health Director’s behalf. During the event, attending OCCR employees are responsible for taking photos, responding to onsite media outlets, and providing assistance requested by the presenter.</p> <p>OCCR is responsible for post-event follow-up including, but not limited to, distributing photos through internal communications channels, and posting social media content. Additionally, OCCR will coordinate with the requestor and/or event attendees to provide presentation materials and/or follow-up information upon request.</p> <p>Any employee in violation of any part of this SOP may be subject to commensurate disciplinary action.</p> |
| <p>IV. Definitions & Acronyms</p> | <p>COS- Chief of Staff</p> <p>EOM- Executive Office of the Mayor</p> <p>Media request- A request by a print, television, radio, on-line or social media reporter for information, an explanation of a complex issue or a comment concerning a story being written for publication.</p> <p>OCCR- Office of Communications and Community Relations</p> <p>OD- Office of the Director</p> <p>OGR- Department of Health Office of Government Relations</p> <p>Public appearance request- An invitation for DC Health personnel to participate in a live event of any type including, but not limited to: a conference, a panel discussion, a promotional event, or a taping of promotional or educational content for public release.</p> <p>SME- Subject matter expert</p> |

| | |
|------------------------------|---|
| <p>VI. Procedures</p> | <p>Procedure A: Media Requests</p> <ol style="list-style-type: none"> 1. Upon receipt of a request, either directly from the requestor or through a DC Health employee, the OCCR Director, or designee, will compile key data about the request and requester: <ol style="list-style-type: none"> a. Name b. Affiliation c. Specific questions or request for comment d. Deadline e. Information about the intended end product 2. The OCCR Director, or designee, will inform the communications staff in the Executive Office of the Mayor. 3. The OCCR Director, or designee, will request any required knowledge from a DC Health SME. 4. Concurrently, if the request requires information from other DC government agencies to respond fully, the OCCR Director, or designee, will reach out to the OCCR Director's counterpart(s) at the applicable agency or agencies. 5. Upon receipt of the content from the SMEs, the OCCR Director, or designee, will organize the response, including editing for consistency with existing DC Health public statements and tailoring to the specific intended audience. 6. The OCCR Director will seek the approval of the DC Health Director if the Director has requested pre-approval, or the OCCR Director believes the content warrants a Director-level review. 7. The OCCR Director, or designee, will respond to the requestor. 8. The OCCR Director, or designee, will respond to any follow-up questions the requestor submits through consulting the appropriate SMEs (Steps 1-3 above). <p>Procedure B: Public Relations Requests</p> |
|------------------------------|---|

| | |
|--|---|
| | <ol style="list-style-type: none">1. The requestor submits an invitation for an appearance. If the request is received by anyone other than the Executive Assistant, that individual will refer the request to the Executive Assistant.2. The Executive Assistant will inform the DC Health Director of the appearance request. The DC Health Director may accept the request, delegate another employee to appear on his/her behalf, refuse the request, or reserve the decision until more information is received.3. If the DC Health Director has not refused the request outright, the OCCR Director, or designee, will work with the requestor to complete the Meeting/Event Request Form.4. If the request is accepted by the DC Health Director, or delegated to another employee (the person who will be making the appearance is referred to as "the presenter"), the Executive Assistant will finalize the date of the appearance.5. The OCCR Director, or designee, will solicit any necessary information from the applicable SMEs. The SME will produce the content, and package it for presentation to the intended audience. OCCR will provide guidance upon request.6. The OCCR Director, or designee, will facilitate any pre-event publicity as needed, e.g. press release, social media posts.7. The OCCR Director, or designee, will prepare a briefing memo and all supporting materials from the SMEs, draft talking points, and submit to the presenter.8. The presenter will approve the package of materials, or request revisions. OCCR will respond promptly to any requests for revisions or additional information.9. The OCCR Director, or designee, will confirm the appearance with the requestor. |
|--|---|

| | |
|--|---|
| | <p>10. On the day of the event, the OCCR Director, or designee will accompany the presenter to the event as required and staff the event. This may include taking event photos, and responding to any onsite reporters;</p> <p>11. The OCCR Director, or designee, will prepare and issue any post-event materials, e.g. social media posts.</p> <p>12. The OCCR Director, or designee, will follow-up with the organizer as needed, providing additional information, presentation materials upon request.</p> <p>13. The OCCR Director, or designee, will archive the briefing memo and supporting materials.</p> |
| <p>VII. Contacts</p> | <p>Director- Office of Communications and Community Relations</p> |
| <p>VIII. Related Documents, Forms and Tools</p> | <p>Meeting/Event Request Form</p> |