

BOARD OF COUNTY COMMISSIONERS SARPY COUNTY, NEBRASKA

**RESOLUTION APPROVING AND ADOPTING
THE SARPY COUNTY COMMUNICATIONS POLICY**

WHEREAS, pursuant to Neb. Rev. Stat. § 23-104 (Reissue 2012), the County has the power to do all acts in relation to the concerns of the County necessary to the exercise of its corporate powers;

WHEREAS, pursuant to Neb. Rev. Stat. § 23-103 (Reissue 2012), the powers of the County as a body are exercised by the County Board;

WHEREAS, a Sarpy County Communications Policy ("Policy") has been developed;

WHEREAS, the Policy is intended to provide for coordinated, timely, accurate, and responsive communication between Sarpy County, the public, media, its employees, County Departments and community partners;

WHEREAS, the Policy establishes a Communications Committee and creates the role of Communications Coordinator;

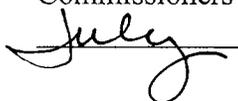
WHEREAS, Sarpy County desires to adopt the attached Policy; and

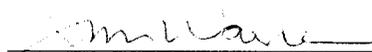
WHEREAS, adopting the Policy is in the best interests of the citizens of Sarpy County.

NOW, THEREFORE, BE IT RESOLVED by the Sarpy County Board of Commissioners that the Board hereby approves and adopts the attached Policy.

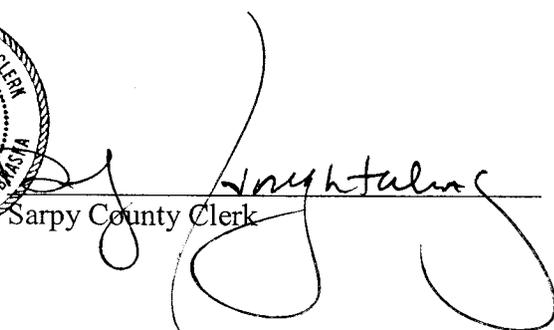
BE IT FURTHER RESOLVED that said Policy shall be effective on July 16, 2013 and future practices of the County shall be in conformity with the same.

The above and foregoing Resolution was duly approved by a vote of the Sarpy County Board of Commissioners at a public meeting duly held in accordance with applicable law on this 16th day of July, 2013.




Chairman, Sarpy County Board




Sarpy County Clerk

Sarpy County Board of Commissioners

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PAPILLION, NE 68046-2895
593-4155
www.sarpy.com
ADMINISTRATOR Mark Wayne
DEPUTY ADMINISTRATOR Scott Bovick
FISCAL ADMIN./PURCHASING AGT. Brian Hanson



COMMISSIONERS

Don Kelly District 1
Jim Thompson District 2
Tom Richards District 3
Brenda Carlisle District 4
Jim Warren District 5

MEMO

July 16, 2013

TO: Sarpy County Board of Commissioners

FROM: Scott Bovick, Deputy County Administrator

RE: Resolution approving and adopting the Sarpy County Communications Policy

After the County Board's recent discussion of the attached Communications Policy, I distributed the policy to all Elected Officials and Administration Department Heads for their review. I did not receive any suggestions or changes, but did receive several comments of support.

As previously stated, Fred Uhe will serve in the role of Communications Coordinator. With regard to the composition of the Communications Committee, Nicole O'Keefe has agreed to serve as the County Attorney's Office representative, Mark Walters will represent Information Systems, and the Elected Officials have promised to name their representative by the end of the month. I expect the Committee to meet before the end of July to begin discussing strategies and procedures for improving citizen engagement and outreach to the public.

Please feel free to contact me if you have any questions. Thank you.



Scott Bovick, Deputy County Administrator

Cc: Deb Houghtaling
Mark Wayne
Fred Uhe

Sarpy County Communications Policy
July 16, 2013

Purpose:

This policy is intended to provide for coordinated, timely, accurate, and responsive communication between Sarpy County, the public, media, its employees, County Departments and community partners. The policy establishes a Communications Committee and creates the role of Communications Coordinator.

Commissioners and Elected Officials Disclaimer:

County Commissioners and Elected Officials are free to interact with the media and public as they desire. This policy does not require Commissioners and Elected Officials to coordinate media or public outreach activities with Communications Coordinator and Communications Committee. However, Elected Officials are encouraged to utilize the Communications Coordinator and Communications Committee for support and assistance.

Administration Department Heads:

Department Heads under Administration should not issue press releases, hold press conferences, or respond to media inquiries without first contacting the Communications Coordinator, or the County Administrator or Deputy County Administrator in the Coordinator's absence.

Communications Coordinator:

Administration, in conjunction with the Board of Commissioners, will designate a Communications Coordinator. The Communications Coordinator's duties should include, but are not limited to, the following:

1. Serve as the point of contact for all media representatives and ensure each media representative has his/her appropriate contact information to be contacted when necessary.
2. Direct media inquiries to the appropriate Elected Official, or assist the Department Head in preparing information and/or assistance in preparing a response, which will be released by the Communications Coordinator after approval by the Chair or Vice Chair of the County Board of Commissioners or the Communications Committee.
3. At their request, assist Commissioners, Elected Officials and Department Heads in:

- a. Issuing press releases, coordinating press conferences, responding to media inquiries and creating a social media presence.
 - b. Seeking, obtaining, coordinating, and recording public input (i.e. 1 and 6 Year Road Plan Public Hearing, Platteview Road Plan Public Hearings, Facebook page, MindMixer site, etc.).
 - c. Fulfilling requests made under the Public Records Law and provide context, explanation and/or analysis of the information.
 - d. Informing employees of County initiatives and efforts.
4. Notify Commissioners, and the appropriate Elected Officials or Department Heads when an article or news story is being pursued or published by the media.
 5. Identify and publicize newsworthy initiatives, projects or operations.
 6. Educate the media and public on the County's purpose and functions.
 7. Provide support to the designated Public Information Officer, County Sheriff, and Emergency Management Department during an emergency event.

Communications Committee:

The Communications Committee will convene as necessary to provide support and guidance to the Communications Coordinator. The Communications Committee will consist of the Chair of the County Commissioners, Deputy County Administrator, a Deputy County Attorney, Information Systems representative and an Elected Official/Chief Deputy representative.