

Department of Administration

Communications Policy

The Kansas Department of Administration endorses the following policy:

Public Affairs

Any communication with a legislator dealing with official agency business should be shared with the Director of Legislative and Public Affairs. Your personal opinions expressed to a legislator about other issues are between you and the legislator.

External Communication

Any communication released outside the agency that reflects a policy or position of the Department of Administration should be reviewed by the Director of Legislative and Public Affairs. This includes website content other than standard forms and procedures.

Media Relations

All media inquiries, including Kansas Open Records Act (KORA) requests, should go to the Director of Legislative and Public Affairs. The agency will speak with one voice and have a consistent message.

Even if you know the media inquiry will ultimately be forwarded to you for an answer, never respond to the media directly other than to explain someone will respond to them shortly. Most members of the media understand they will be forwarded to an agency public information officer or media relations representative.

In the event you are asked by the Director of Legislative and Public Affairs to respond to a media inquiry, you are to provide only factual information and not offer your personal opinion or other comments on the matter. Outside the office, you enjoy your right to a personal opinion. Inside the office, the Secretary and Director of Legislative and Public Affairs are the only officials allowed to offer an official agency opinion to the media unless otherwise stipulated by the Secretary.

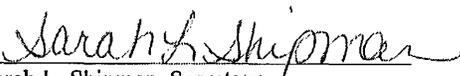
When you are asked to attend in your official capacity a legislative hearing, event hosted by another agency or gathering by an outside agency/organization/governmental body where there is likely to be media coverage, you are to notify the Director of Legislative and Public Affairs. The Director will assist with preparing and reviewing any testimony that is to be presented to the committee, talking points to assist with the presentation or other materials to assist with communicating with legislators. Media interviews at the event, including any interview that is recorded with audio or video equipment, must be cleared with the Director of Legislative and Public Affairs.

If you are approached at a non-agency event by a reporter or other member of the print or electronic media who is seeking your comment on a matter unrelated to the Department of Administration, you may respond as long as you do not identify yourself as a Department of Administration employee, and as long as you in no way indicate that you are speaking for or on behalf of the Department of Administration.

Media requests for access and/or tours of facilities are to be coordinated with the Director of Legislative and Public Affairs.

Whenever there is an incident or request that, in your judgment, may generate media interest, please report it to the Director of Legislative and Public Affairs. If the Director is unavailable or does not respond, please contact the Chief Counsel.

If ever in doubt about whether or not to report something that may be of interest to the media, report it.


Sarah L. Shipman, Secretary

2/22/16
Date

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