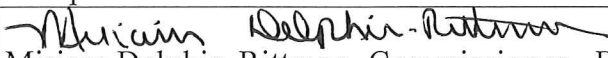




STATE OF CONNECTICUT  
Department of Mental Health & Addiction Services



**Commissioner's Policy Statement and Implementing Procedures**

<b>SUBJECT:</b>	Public Information and Media Relations
<b>P &amp; P NUMBER:</b>	Chapter 1.3
<b>APPROVED:</b>	 Miriam Delphin-Rittmon, Commissioner Date: 10/15/2015
<b>EFFECTIVE DATE:</b>	October 15, 2015
<b>REVISED:</b>	April 6, 2011, Replaced Commissioner's White Book Policy Statement No. 2 dated November 1, 1983
<b>REFERENCES:</b>	
<b>FORMS AND ATTACHMENTS:</b>	

**STATEMENT OF PURPOSE:** The Commissioner's Policy of Public Information and Media Relations details the importance of communication with the press and other media and lays out minimum expectations for employees of the Department of Mental Health and Addiction Services (DMHAS) in their official capacity as representatives of the DMHAS in dealing with the media.

**POLICY:** Effective public communication is an extraordinarily important part of our role as the Connecticut agency responsible for the public mental health and addiction service delivery system. In order to manage public information and media relations, a central point has been designated to coordinate these functions for state operated services. The Department of Mental Health and Addiction Services utilizes a Public Information Officer (PIO) to respond to media inquires. The PIO is located at the Office of the Commissioner at 410 Capitol Avenue in Hartford Connecticut.

**PROCEDURE:** All inquiries from the media shall be promptly referred to the DMHAS Public Information Officer (PIO) or their designee for response.

News releases originating in component units of the DMHAS shall be referred to the DMHAS PIO for final approval and release.

Radio and television appearances covering activities of a Department Unit or facility shall be approved in advance by the DMHAS PIO. Information regarding requests for broadcast media shall be provided to the PIO as soon as available.

Staff of facilities, programs, and divisions of the DMHAS may be called upon by the PIO to provide accurate and complete information and background materials to support response to the media. This support shall be offered in a timely manner.

Opinion Editorials, Letters to the Editor and other written communications with media made by employees of the DMHAS in their official capacity as representatives of the DMHAS shall be reviewed for the final approval by the PIO, prior to release.

Final authority of all communications to media regarding the DMHAS lies with the Commissioner.