

OFFICE OF THE CHIEF OF STAFF

Communications and Media Relations

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Policy

The Department of Children and Families' Communications and Media Relations shall be headed by the Public Information Officer. The duties of the Public Information Officer shall include:

- planning and implementing public information materials, projects, programs and campaigns about DCF services, including but not limited to, the DCF website, publications, public service announcements, social media and media outreach;
- working cooperatively with managers and staff of all DCF units and divisions, Area Offices and facilities;
- administering a process within DCF to ensure effective and timely responses to calls from media;
- consulting with executive and staff members, as appropriate;
- advising the Commissioner, Chief of Staff, Deputy Commissioners, Governor's Office and other state agencies of ongoing inquiries, as appropriate;
- coordinating, monitoring and providing assistance to Area Offices and DCF facilities when media inquiries are initially received, and effect joint Central Office, Regional and facility responses when warranted;
- monitor media coverage of DCF and issues concerning children and families; and
- working to effect adjustments in future media coverage as needed.

Guiding Principles

DCF shall be committed to the free and open provision of information about its mission, programs, services, initiatives, policies and role as a public agency serving children and families.

The release of information about specific cases and the circumstances of specific children and families is governed by federal and state statutes and regulations regarding personal privacy and the confidentiality of client records.

DCF Staff Response to Media Inquiries

All media inquiries made to any DCF employee shall be referred to the Public Information Office for a timely response.
