

CITY OF ALBUQUERQUE NEWS MEDIA RELATIONS

Related SOP(s), Form(s), Other Resource(s), and Rescinded Special Order(s):

A. Related SOP(s)

- 1-1 Personnel Code of Conduct (Formerly 1-04 and 1-4)
- 1-2 Social Media (Formerly 1-44)
- 2-33 Rights and Safety of Onlookers (Formerly 1-31)

B. Form(s)

PD 1010 Media/Photographer Ride Along Agreement

C. Other Resource(s)

New Mexico Inspection of Public Records Act (IPRA)

D. Rescinded Special Order(s)

None

2-36-1 Purpose

The purpose of this policy is to outline the rules and responsibilities that support the City of Albuquerque's (City) commitment to the accurate and transparent dissemination of public information.

2-36-2 Policy

It is the policy of the City to work with the news media to inform the public about its efforts.

2-36-3.1.1 Definitions

A. Communications Specialist/Public Information Officer (PIO)

An employee who serves as a liaison between the Department and the news media.

B. Director of Communications

An employee who oversees all communications meant to inform the public and City personnel. The Director of Communications also serves as a PIO.

C. News Media

Established newsgathering and reporting agencies and their representatives whose function is to inform the public and who abide by established ethical standards of professional journalism.

2-36-3.1.2 Rules and Responsibilities

A. The Director of Communications shall:

1. Coordinate with the Communications Specialist/PIOs to provide responses to the news media;
2. Coordinate with the Executive team, Department Directors, and subject matter experts on external communication about policy, personnel, and City priorities; and
3. Serve as the on-call Communications Specialist/PIO when necessary.

B. The Communications Specialist/PIOs shall:

1. Coordinate with the Director of Communications to provide responses to the news media
2. Serve as the on-call Communications Specialist/PIO who is contacted about major incidents that may require the dissemination of public information through the news media; and

C. Supervisors shall inform their chain of command of news media inquiries and actions taken with the Communications Specialist/PIO or Director of Communications to respond to inquiries.

D. Dissemination of public information to news media

1. The Director of Communications shall determine how public information is disseminated to the public and the news media.
2. The Director of Communications shall determine who proactively receives news advisories, news releases and news alerts.
 - a. Media representatives shall behave professionally and may be denied direct access to news conferences, news advisories, news releases and news alerts, subject to appeal to the CAO or their designee under the following non-exclusive conditions:

- i. One or more instances of interfering with City or law enforcement operations or investigations.
 - ii. Disruptive action that interferes with news conferences including, but not limited to, talking over the speaker or other journalists, asking questions without being called upon, and intimidating or harassing the speaker or other City employees; or
 - iii. Harassing behavior toward City personnel that interferes with personnel's ability to disseminate public information.
3. The Communications Specialists/PIO shall use digital tools, which include email and/or social media platforms to disseminate public information.
 - a. The information usually in the form of news advisory, news release or news alerts may be disseminated directly to news media representatives through social media or published on a Departments website.
 - b. The information may also be disseminated to the new media through the use of news conferences which may be conducted in person or through online platforms.

E. Media Ride-Alongs

1. Requests for news media ride-alongs shall first be considered by the Department PIO or Director of Communications
 - a. The request shall then be approved by the Deputy Chief or CAO.
2. The person requesting a ride-along shall complete the Department Form Media/Photographer Ride Along Agreement.