

STATE OF OHIO



DEPARTMENT OF REHABILITATION  
AND CORRECTION

SUBJECT:	PAGE <u>1</u> OF <u>5</u>
<b>DRC Public Relations</b>	NUMBER: 01-COM-12
RULE/CODE REFERENCE:	SUPERSEDES: 01-COM-12 dated 07/12/12
RELATED ACA STANDARDS: 2-CO-1A-14; 1-CTA-1A-15	EFFECTIVE DATE: June 22, 2015
	APPROVED: 

**I. AUTHORITY**

This policy is issued in compliance with Ohio Revised Code 5120.01 which delegates to the Director of the Department of Rehabilitation and Correction the authority to manage and direct the total operations of the Department and to establish such rules and regulations as the Director prescribes.

**II. PURPOSE**

The purpose of this policy is to establish guidelines for promoting information and events regarding the Ohio Department of Rehabilitation and Correction (DRC) both internally and within the community. This policy will ensure that accurate and timely information is being presented on behalf of DRC in the form of video productions, publications and brochures, speaking engagements, etc.

**III. APPLICABILITY**

This policy applies to all employees and contractors of the Ohio Department of Rehabilitation and Correction.

**IV. DEFINITIONS**

**Agency Publication** - Any document that is created and intended to be distributed internally or to members of the general public and provides information regarding DRC policy, programs, initiatives, etc. This definition is not to include statistical reports generated by the DRC Bureau of Research and Evaluation, but does include other information and reports that are requested to be posted on the DRC internet.

**Fact Book** - A written summary of information pertaining to a specific facility (i.e., a fact book on an institution would contain detailed information on current leadership, capacity, mission and facets of operation).

**Fact Sheet** - A written summary of information pertaining to a specific subject (i.e., a fact sheet on an institution would contain information on history, capacity, mission and facets of operation).

**Published Data** - Information produced within the Department that contains data routinely requested by the public and/or universally used throughout the agency. Published data includes statistical information and any other information that is to be published on the DRC internet or other format.

**Public Information Officer (PIO)** - The staff person who has been designated by the Managing Officer and approved by the Communications Chief to handle public information duties for that facility.

## V. POLICY

It is the policy of the Ohio Department of Rehabilitation and Correction, as a public agency, to maintain a cooperative and responsive relationship with the community. In a continued effort to establish and maintain a positive relation with the community, DRC staff may develop means of educating and promoting the Department such as newsletters, brochures, videos, intra and internet sites, etc.

## VI. PROCEDURES

### A. Agency Publications

1. All agency publications including newsletters, brochures, and other informational material that will be utilized in the community is subject to review and approval by the Office of Communications prior to mass publication or release of the document.
2. All agency publications must adhere to the general publication guidelines:
  - a. Must have the DRC logo on the front of the document;
  - b. Must display the Governor's name in the bottom left corner and the Director's name in the bottom right corner;
  - c. Must display the general DRC website address;
  - d. Must display appropriate contact information with telephone number and a general email address that can be used for contacting the area which produced the publication;
  - e. Must be submitted for review and approval by the Office of Communications no less than 14 calendar days prior to distribution.

### B. Facility Tours

1. All tours by outside organizations must be approved by the Managing Officer.
2. Photo equipment is prohibited during facility tours unless previously authorized by the Office of Communications as specified in Department Policy 01-COM-09, Media Policy.
3. If the Office of Communications approves photographic equipment to be utilized during a tour, all appropriate releases must be signed by staff and/or offenders using the Media Permission Grant/Refusal form (DRC1753).
4. Any media wishing to tour or visit a facility/office must receive prior approval from the Office of Communications as specified in Department Policy 01-COM-09, Media Policy.

5. The Legislative Liaison's Office must be notified prior to any legislator or elected official touring, visiting, or speaking at any DRC facility or office. The institution or office shall coordinate all such tours, visits, and speaking engagements with the Legislative Liaison's Office.

### **C. DRC Public Relations Engagements**

1. All requests for any DRC staff person to participate in a speaking engagement or public relations effort regarding Department issues that involves an external audience or external participants shall be reviewed and approved by the Managing Officer prior to accepting the invitation to speak.
2. If material is presented in the form of a PowerPoint, presentation, or other informational handouts, the Office of Communications shall be provided a copy of the material for review at least 10 business days in advance of the scheduled event.
3. Any DRC staff person who is requested to participate in an external speaking engagement or public relations effort shall submit a Public Relations Request form (DRC1012) to their Managing Officer for approval as far in advance of the event as possible, but no less than 14 calendar days prior to the date. Exceptions to this timeframe may be granted by the Managing Officer in exceptional circumstances. The Office of Communications shall be notified of the speaking engagement or public relations effort upon approval by the Managing Officer by receiving an approved copy of the Public Relations Request form (DRC1012) prior to the scheduled event.
4. Organizations are asked to not use the agency or the speaker's name in association with the event unless or until confirmation has been received that the request was accepted.
5. A pool of appropriate material shall be maintained by the Office of Communications for speakers to utilize. This material shall include a general agency PowerPoint presentation, DRC brochure, and/or videos.
6. Any other materials that are used for a speaking engagement (presentations, handouts, brochures, etc.) must be reviewed and approved by the Office of Communications prior to the speaking engagement.
7. If the approved speaker uses material other than that which is available from the Office of Communications, he/she shall be responsible for maintaining copies of all materials utilized.

### **D. Multi-Media Affairs Guidelines**

1. An employee or department may make a request for video or print services produced by the Prison News Network (PNN) located at the Marion Correctional Institution. PNN is responsible for producing, editing, and cataloguing videos for the Department, as well as producing print materials.

2. An employee interested in requesting print materials must complete the Multimedia Authorization Request (DRC1013). Employees requesting video production must complete a Multimedia Affairs Request Form (DRC1911). A form must be sent to the Office of Communications for approval prior to submission to the Prison News Network.
4. Once the services have been approved, the Prison News Network shall work directly with all concerned parties. Typically the person who initiates the project will work as the “producer”.
5. A consultation shall take place to discuss the objective of the project and the steps that must be taken to meet the stated goal.
6. The producer and Prison News Network staff shall work together on the production and post-production of the project.
7. All videos and print materials that are produced for use by the agency must be reviewed by the Office of Communications before final production.

#### **E. Published Data**

1. It is the responsibility of the Deputy Director/designee to determine which reports will be published as official Department information. Any report published as official Department information shall be submitted to the Office of Communications for review and approval.
2. The Deputy Director/designee authorizing the creation of a report published as official Department information is responsible for ensuring the accuracy of the information contained in the report and that any information or data does not conflict with other existing sources of information produced by the agency.
3. All information, including statistical and annual reports, remains subject to review and approval by the Office of Communications.

#### **F. Institution Fact Book**

1. Each institution shall keep an updated fact book utilizing the template approved by Office of Communications.
2. The PIO or Managing Officer’s designee shall be required to update the fact book twice a year or as directed by Office of Communications. The fact book shall also be updated as needed due to personnel changes or other information include in the fact book that requires a change.
3. The PIO or Managing Officer designee shall ensure the fact book is current on the Office of Communications server.
4. The PIO or Managing Officer designee shall update the monthly fact sheet and submit via email to Office of Communications before the 5<sup>th</sup> of each month. If the 5<sup>th</sup> day of the

month falls on the weekend or holiday the fact sheet shall be submitted on the following business day.

**Related Department Forms:**

Public Relations Request Form	DRC1012
Media Permission Grant/Refusal	DRC1753
Multimedia Authorization	DRC1013
Request for Video Services	DRC1911