Media Communications

(Revised 11/04/22)

Forms Definition of Media Policy HHSA Media Specialist vs CWS Public Outreach Specialist Media Contact Procedures Alignment with SET

Forms	04-51A Critical Incident Report		
Definition of Media	 Media includes but is not limited to: Television, radio Magazines, newspapers Still or motion pictures Internet publication. 		
Policy	Health and Human Services Agency (HHSA) staff are not to speak to anyone in the media about a specific case or policy without prior authorization from executive management. Any requests made directly to staff must be elevated via the supervisor or manager to the Child Welfare Services Public Outreach Specialist (CWS-POS) and CWS Executive Assistant (EA) via email. If an incident will gain or has gained media attention, the CWS Program Manager will make contact with both of the CWS- POS and the CWS EA by telephone, in addition to sending the Critical Incident Report, if needed per the Critical Incident Protocol.		
HHSA Media Specialist vs CWS Public Outreach Specialist	The following table describes the role distinctions between the HHSA-Media Specialist (HHSA-MS) and the CWS Public Outreach Specialist:HHSA Media Specialist (HHSA-MS)CWS Public Outreach Specialist (CWS-POS)		
	Assists the Director of HHSA and Child Welfare Services executive management by coordinating contacts with the media.	Collects specific case information and reports to CWS EA, CWS executive management, and HHSA-MS.	
	In the absence of the CWS-POS, the HHSA-MS will assume the duties of the CWS-POS.	 Primary resource for CWS staff May receive calls directly from the media and will respond promptly Will confer with the HHSA MS prior to responding to the media request May confer with CWS executive management when appropriate. 	

NOTE: CWS staff will not contact the HHSA-MS directly.

Media Contact Procedures

Follow these steps when contacted by the media initially or when responding to a follow-up request for information:

Step	Who	Action
1	CWS Staff	 Write down the reporter's name, newspaper or station identification, telephone number, deadline, and specific information requested. Inform the reporter that the request will be forwarded to the CWS-POS. Give the reporter the name and phone number of the CWS-POS, if requested. Notify PSS and CWS Manager of the request. NOTE: When the media request involves a CWS youth and/or Non-minor dependent (NMD), the staff who is first made aware of the incident will complete a Critical Incident Report (see Critical Incident Protocol for more information) and forward it to their PSS and Manager.
2	PSS or CWS Manager	 Immediately notify CWS-POS and the CWS EA of the request via email.
3	CWS-POS	 Collect specific case information and reports. Consult with CWS EA to review the request and information gathered. Send information to executive team and HHSA-MS.
4	Executive Team and HHSA-MS	 Reviews information. Asks for additional follow-up or approves information as provided.
5	CWS-POS or HHSA-MS	 Contact reporter and provide requested information. Log the media request and information provided to the reporter.

Alignment with SET

This policy aligns with <u>SET Value 4</u>, which emphasizes the shared responsibility with community partners including the Media. There needs to be mutual understanding of and respect for, one another's roles, the law, and the rights due to children, youth, and families.