

The following Code does not display images or complicated formatting. Codes should be viewed online. This tool is only meant for editing.

Chapter 2.06

CITY COUNCIL COMMUNICATION GUIDELINES

§ 2.06.010 Policy.

- 1) The City has a responsibility to clearly report to the public it serves the actions and conduct of city government in all of its complexity. This policy intends to ensure that relevant information is communicated to the public and that it is timely, accurate, and distributed properly.
- 2) The City will use media coverage to generate interest, encourage involvement, increase understanding, and provide a vital link between all citizens and their governments.
- 3) The City will dedicate sufficient staff to initiate and maintain contacts with media representatives, develop and distribute information, plan and implement information campaigns, monitor media reports, and look for opportunities to highlight the positives of our community.
- 4) City leaders will be available for interviews, respond promptly to requests for information in order to facilitate effective communication with citizens and to ensure that news reports are timely and accurate.
- 5) The Mayor, Councilmembers, City Manager, and department heads shall make major announcements and respond to questions when the issues or policies are controversial or sensitive.
- 6) Community Relations and Public Information staff will help the media gain access to elected officials, employees, and public records.
- 7) The City Manager shall develop and maintain an administrative directive to guide City of Stockton communications.

§ 2.06.020 Responsibilities.

Mayor, Councilmembers, City Manager, and Department Heads:

Make major announcements.

Respond to questions regarding controversial or sensitive issues or policies.

§ 2.06.030 Relevant authority.

None applicable.

§ 2.06.040 Related administrative directive, city policy, city procedure.

Administrative Directive – Communications <IV.A> (MAN-23).

Administrative Directive – Public Information <IV.C> (TBD).

Citywide Policy – Media Contact Reporting <IV.C.a> (MAN-04).

§ 2.06.050 Related forms, documents, or links.

None applicable.

§ 2.06.060 Frequently asked questions.

None applicable.

§ 2.06.070 Update history.

9/29/98 - Adopted by Resolution No. 98-0409

1/26/16 - Amended by Resolution No. 2016-01-26-1203