

CHAPTER 2.06: CITY COUNCIL COMMUNICATION GUIDELINES

POLICY 2.06.010: GENERAL COMMUNICATION GUIDELINES

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.

Responsibilities

Mayor, Councilmembers, City Manager, and Department Heads:

- Make major announcements.
- Respond to questions regarding controversial or sensitive issues or policies.

Relevant Authority

Stockton City Charter, Article III, Powers of the City

Stockton City Charter, Article XI-A, Public Information Office

Gov. Code, § 54950, the Ralph M Brown Act

Related Administrative Directive, City Policy, City Procedure

Citywide Policies and Procedures, Chapter 13 – Communication

Related Forms, Documents, or Links

None applicable.

Frequently Asked Questions or Comments

The examples provided in Responsibilities, Relevant Authority, and Related Administrative Directive sections of the Council Policies are intended to be illustrative and not exhaustive.

Update History

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

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

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POLICY 2.06.020: USE OF CITY AND COUNCIL LETTERHEAD

Policy

All Councilmember correspondence written on and with City resources, i.e., City letterhead, staff support, postage, etc., may only reflect an official position of the City and City Council, not individual Councilmembers' positions or opinions. City letterhead may be used to communicate official City policy and actions. City letterhead must be used with care to avoid misunderstandings. All Councilmember correspondence using City resources shall be copied to the full Council.

Councilmembers on occasion may use Council letterhead to respond to inquiries or communicate their personal opinions to individuals or organizations, in which case, the Councilmember must clearly state in the letter that the statements made are those of the individual Councilmember and does not reflect the opinion of the City or City Council. Notwithstanding the foregoing, Council letterhead shall not be used for purposes of press releases, news releases, or communications with the media.

Council letterhead shall not be altered by a Councilmember. Council letterhead shall include the following, and shall be maintained by the City Manager:

1. City Logo as adopted and approved by the City Council
2. The address/location of the governing body – City Hall
3. Names of the elected members of the Stockton City Council

Responsibilities

Mayor, Councilmembers, City Manager, City Attorney, and City Clerk:

- Monitor and enforce the intention of the policy as outlined.

Relevant Authority

Stockton City Charter, Article III, Powers of the City

Stockton City Charter, Article XI-A, Public Information Office

Gov. Code, § 54950, the Ralph M Brown Act

Related Administrative Directive, City Policy, City Procedure

Citywide Policies and Procedures, Chapter 13 – Communication

Related Forms, Documents, or Links

None applicable.

Frequently Asked Questions or Comments

The examples provided in Responsibilities, Relevant Authority, and Related Administrative Directive sections of the Council Policies are intended to be illustrative and not exhaustive.

Update History

Draft Prepared April 2024, Pending approval