

## VILLAGE OF LOMBARD

### VILLAGE BOARD POLICY MEMORANDUM

**Subject: Communications**                      **Section: 5F**  
**Department: VMO**  
**Date:**  
**Revised:**  
**Updated:**

#### **I. Purpose**

The Village shall at all times provide accurate, timely and appropriate information to media representatives requesting information regarding Village matters, policies, operations and services.

The purpose of this policy is to establish guidelines for communication between Village employees and media representatives requesting information concerning Village issues, policies, operations and services.

#### **II. Procedures/Guidelines**

The Village President and members of the Village Board shall be the principal spokespersons of the Village on all official dealings of the Village. If they are not readily available, the Village Manager or his/her authorized designee shall be the principal spokesperson on official actions of the Village.

1. General media inquiries should always be directed to a Department Head or the Village Manager's Office. Department Heads may designate other individuals to interact with the media as needed.
2. Village employees should provide readily available public information to the media when requested. This includes public meeting dates, meeting locations, agenda materials, Village ordinances and other information as prepared for public distribution.
3. Village employees shall direct any requests that involve matters of policy, controversial issues or other public information that is not readily available to their Department Head or the Village Manager's Office.
4. Village employees should be mindful that they are perceived to be acting on behalf of the Village. Therefore, employees shall always behave professionally and courteously, staying focused on the message they need to convey, while avoiding extraneous commentary, speculation, or the drawing of conclusions with incomplete information.

5. Department Heads and their designees, except when on the scene of an emergency, shall consult with the Village Manager's Office before agreeing to be interviewed by radio or television media.
6. Employees, as representatives of the Village, should work toward the presentation of Village issues in a positive manner.
7. Confidential information of the Village shall not be disclosed to the media.
8. Employees shall not extend preferential treatment to any representative of the media.
9. All Freedom of Information Act requests shall be completed in accordance with State laws and Village policies.
10. For informational purposes, copies of news releases shall be sent to all members of the Village Board prior to release to the press.

The media shall be informed of Village happenings through the following communications outlets:

- News Releases (see attached standardized release form)
- The Exchange Publication
- Public Access Cable Channel
- Village Website
- Public Information Areas at the Village Hall and Other Public Buildings
- All Social Media Outlets Available to the Village

All news releases, with the exception of routine crime beat reporting issued by the Police Department or other routine departmental information, need approval of the Department Head, the Village Manager's Office and/or the Mayor's Office before distribution. The Village Manager shall be consulted before any department seeks to hold a news conference.

### **III. Legislation/Documentation**

None

*The Village reserves the right to amend this policy. Should you require assistance in the interpretation of this or any of the Village policies, please contact your immediate supervisor or the Human Resources Department.*

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