

Finance and Administration Cabinet STANDARD PROCEDURE		ISSUED BY: Executive Management; Office of Public Information
PROCEDURE # 1.2	SUBJECT: Media Inquiries and Cabinet Communication	
EFFECTIVE DATE: 5/2/13		
CONTACT: Public Information Officer		LOCATION: Capital Annex, Room 383 PHONE: 502-564-4240

STATEMENT OF AUTHORITY

1. The Finance and Administration Cabinet's Standard Procedures Manual establishes standard mandatory internal procedures cabinet-wide. These procedures are established in accordance with the Secretary's statutory authority under KRS 42.014 and KRS 12.270 to establish the internal organization and functions of the Cabinet as necessary to perform the duties effectively.
2. The Standard Procedures Manual may only be revised in accordance with the process outlined in Standard Procedure #1.1 entitled: "Finance Standard Procedures and Manual".

I. PURPOSE

It is critical that all public communications concerning the business of the Finance and Administration Cabinet (Cabinet) and its agencies be current, accurate and follow legal disclosure regulations. The purpose of this procedure is to define communication processes within the Cabinet in relation to media inquiries, press releases, and public communication from the Cabinet. It also addresses the communication procedures for internal communication among Cabinet employees and Cabinet website communications.

II. PROCEDURE

A. External Communication

1. Media Contacts
 - a. All media contacts received by Cabinet employees shall be immediately directed to the Public Information Officer (PIO).
 - b. The PIO will determine if the inquiry would best be handled by the Secretary, the PIO or by someone within a particular department.
 - c. The PIO shall then report to the Governor's press office the nature of the inquiry and the response plan.
2. News Releases
 - a. The PIO, with the assistance of the appropriate staff, shall write and distribute all news releases issued by the Cabinet and its agencies.

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- b. These releases shall be approved by the Secretary or his designee and the Governor's press office before they may be issued.
 - c. The PIO and the appropriate staff shall respond to follow-up questions related to the news release.
3. Newsletters
- a. The PIO, with the assistance of the appropriate staff, shall produce newsletters and reports on behalf of the Cabinet and its agencies.
 - b. Newsletters that are not produced by the PIO shall be sent to the PIO for approval, who will then seek the approval of the Secretary and the Governor's press office prior to distribution.
 - c. Newsletters shall be distributed electronically when possible to reduce cost.

B. Internal Communications

- 1. All Cabinet-wide communications shall be sent by employees designated by the Secretary's office.
- 2. Any communication created for Cabinet distribution shall be sent through management to the PIO for approval and distribution.

C. Format for Written Communication

- 1. The format for all official government communication shall follow the guidelines as established in the Commonwealth Graphics Standards Manual located at: <http://www.kytourismapps.com/graphics/>
- 2. Any questions regarding formats shall be directed to the PIO, (502) 564-4240.

D. Website Communications

- 1. The Cabinet will determine the identity and number of content managers for the Cabinet website based on the business needs of the Cabinet.
- 2. Content managers will be responsible for maintaining content for the website.
- 3. Access for the content managers will be limited based on their direct business need.

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4. All content managers will be required to attend training session(s) at which time the importance of protecting personal information will be addressed. Personal information includes, but is not limited to: social security numbers, drivers' license numbers, home addresses and birthdates.
5. Content managers must review all documents prior to posting.
6. At least quarterly, COT will scan Cabinet websites to ensure that private information has not been intentionally or inadvertently added to the website.
7. Content managers should contact COT to run an additional, unscheduled scan if a large amount of data is to be uploaded to the website.
8. For questions or further guidance, the PIO and COT Office of Security Services should be contacted.