



Media Relations Policy

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1. **Purpose**

Buncombe County Government is committed to working cooperatively and transparently with the media to disseminate information of public interest and concern in an accurate, complete and timely manner. This policy provides framework and guidelines for how County Government Employees interact with the media.

2. **Applicability**

This policy applies to all Buncombe County Government departments and employees. Where there is conflict with any department-specific policy, this document will supersede.

3. **Policy**

3.1. **Media Inquiries/Requests for Records**

3.1.1. Inquiries from the media are to be given a high priority by Buncombe County Government and should be responded to within 1 (one) business day. Every reasonable effort should be made to meet media deadlines when possible and to ensure that all information released is accurate and complete.

3.1.2. The media should be treated like a customer of Buncombe County Government and all County employees who engage with the media shall do so in a courteous, polite and professional manner.

3.1.3. Any media inquiries received by County staff will be referred to the appropriate Public Information Officer (PIO) for response. Buncombe County Government shall designate three PIOs that will serve as liaisons between the media and Buncombe County Government. The three PIOs are as follows, and they or their designees will serve as the point of contact and/or spokesperson for all media requests specific to their organizations:

- Health and Human Services (HHS)
- Sheriff's Office
- Buncombe County Government– all other requests outside of HHS and the Sheriff's Office

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3.1.4. To assure that the County's elected officials have accurate, complete and timely information to fulfill their responsibilities to represent the public, the Director of Communications and Public Engagement or their designee shall inform County elected officials of significant media inquiries by email.

3.1.5. All department directors shall receive media training to help ensure that they have the skills to successfully communicate across the spectrum of media outlets.

3.2. **County Spokespersons**

Authorized County spokespersons that the County PIO, in their judgment, may designate for a particular response are:

- The Buncombe County Manager
- Assistant Buncombe County Government Managers
- All Buncombe County Department Directors
- Buncombe County Sheriff's Office PIO
- Buncombe County Health and Human Services PIO
- Buncombe County employees with expertise on a specific issue

The Chair of the Board of Commissioners may also serve as a spokesperson if they so choose.

3.3. **Record Requests**

3.3.1. All media requests for records will be handled in accordance with this policy, to the extent it is consistent with Chapter 132 of the North Carolina General Statutes.

3.3.2. PIOs will be responsible for managing media record requests within their given purview, the exception being media requests for 911 records, for which the PIO will partner with the department to provide the requested public records. Media requests for 911 records should be made through the record request portal.

3.3.3. Best efforts are to be made to ensure that all record requests are completed in an accurate and timely manner.

3.4. **Privileged and Private Information**

When a media request for an interview or for records involves a subject matter that may be privileged or private, the PIOs and/or the Director of Communications and Public Engagement should consult with the County Attorney prior to responding. Examples of such subject matter being:

- Litigation or the threat of litigation
- Personnel issues
- DSS inquiries
- Real estate transactions
- Protected health information
- Confidential as protected by North Carolina General Statute
- Any documents in draft form

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3.5. **Personal Points of View**

Unless serving as elected officials, Buncombe County Government employees who present personal or individual views must make clear that they are presenting their personal and/or individual views—not the views of Buncombe County Government—and they should not be sourced as a Buncombe County Government representative or make reference to their official title or position in the piece. This provision includes authorship of letters to the editors and opinion-editorial columns. In addition, such letters to the editors or opinion-editorial columns should not be provided on Buncombe County Government letterhead.

3.6. **Media Engagement**

- 3.6.1. Proactive contact with the media on behalf of the County will be carried out through the County PIOs and/or Director of Communications and Public Engagement – this includes but is not limited to press releases, media advisories, personal contacts with reporters, and editors for coverage.
- 3.6.2. Departments seeking publicity for events or activities, or needing to collaborate with the media to communicate important information to the public, will coordinate with the County PIOs and/or Director of Communications and Public Engagement.

3.7. **Filming on County Property where Health Services are Provided**

To ensure the confidentiality of persons applying for or receiving public assistance or social services, photography and video recording within all dedicated Buncombe County restricted areas are prohibited. A restricted area will be marked by signage.

Persons wishing to film on Buncombe County property where health services are provided must comply with the following:

- 3.7.1. Commercial and Special Photography: Prior arrangements must be made with BCHHS's Public Information Officer at (828) 775-1321 for approval.
- 3.7.2. News Photography and Video: Members of the news media are entitled to the same access for photography purposes as the general public. News media may request additional access by contacting the BCHHS's Public Information Officer (or designee). It is recommended that members of the news media present valid press credentials when they film (print and video photography) in the public areas where health services are provided and Buncombe County strongly encourages the news media to contact BCHHS's Public Information Officer in advance to facilitate and ensure appropriate access, particularly at 40 Coxe Avenue or 35 Woodfin Place. As a courtesy, BCHHS Public Information Officer may issue a letter or accompany news media.

3.8. **Public Safety Issues – *steps included in procedures document***

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3.9. Crisis or Emergency Issues

During a crisis or major emergency (i.e. flooding, tornado, mass casualty incident, pandemic, etc.), the procedure for communicating with the media is outlined in the County’s Crisis Communications Plan.

4. Policy Non-Compliance

Employees willfully violating the terms and conditions of this policy may be subject to appropriate disciplinary action, up to and including dismissal. This policy does not apply to employees serving Buncombe County Government as elected officials.

5. Audit

All policies for Buncombe County may be subject to audit or review as outlined in the [Internal Auditor’s Statement](#).

6. Definitions

- 6.1. Media outlet - a publication or broadcast medium that transmits news, feature stories, entertainment, or other information to the public through various distribution channels-
- 6.2. Public Information Officer (PIO) - the individual responsible for communicating with the public, media, and/or coordinating with other agencies, as necessary, and providing requested information as required by law.
- 6.3. Record Requests - North Carolina’s public records law provides a broad right of access to records of public agencies. The main statutes that define the scope of the law are contained in Chapter 132 of the North Carolina General Statutes.

7. Approval and Revision History

Policy Origination Date:	August 26, 2021
Requires Board Approval:	No
Board Approval Date:	Click for Date
Revision History	08/01/22: edited to include new section on filming on County property. Changed response time to 1 business day to comply with HHS accreditation standards.

8. Background

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