



Office of the Governor

Government of Guam

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STANDARD OPERATING PROCEDURE

DIVISION/SECTION: COMMUNICATIONS DEPARTMENT		
NUMBER: SOP2019-___	DATE OF ISSUE: April 15, 2019	EFFECTIVE DATE: April 15, 2019
SUBJECT: COMMUNICATIONS – policies and procedures		

Purpose

To effectively communicate the message of the Administration. Communications plays a vital role in government as it ensures our public is made aware of all the actions taken by the leaders, they elected to serve them. As previously noted by our Governor, this Administration is committed to transparency. But to ensure our messages are clearly and effectively communicated with the public, the media and those who are held responsible for disseminating public information must also be held to a higher ethical standard.

Procedure

- 1) **Types of Service/Product(s)**
 - a. Letters
 - b. Proclamations
 - c. Speeches
 - d. Remarks
 - e. Talking Points
 - f. Media Talking Points
 - g. Messages (Booklets)
 - h. Press Releases
 - i. Media Advisories/Announcements
 - j. Media Invites

- k. Digital Media (Website, Instagram, Facebook, Twitter, Possibly A Blog)
- l. Livestreaming Of Public Events
- m. Interviews
- n. Addresses (Weekly, Etc.)
- o. Video/Graphics
- p. FOIA Requests
- q. Public Notice Requests
- r. Internal Communications
- s. PSA
- t. Photographs

2) Ingoing/Outgoing Media Communications

- a. Media Advisories: Event invitations, PSAs, should be sent via email but may also be sent out via text message (WhatsApp) through a “Broadcast” list distribution.
- b. Media inquiries via email: ensure both PS and DOC are cc’d in email inquiry (if not, forward email to PS and DOC immediately).
- c. Media inquiries via text/WhatsApp: ensure both PS and DOC are informed of text media inquiries. Forward message to PS and DOC.
- d. Media inquiries via social/media: Ensure both PS and DOC are informed of social media inquiries.
- e. Media inquiries to PS/DOC (all methods):
 - 1. If inquiry includes legal matters, forward inquiry to legal counsel. Draft response and amend draft response as necessary with legal input.
 - 2. If matter includes policy matters, use discretion in including policy advisors’ input in response to media. Draft response and amend draft response as necessary with policy input.
 - 3. If matter is urgent or pressing, EXCEPTIONS may be made in including legal/policy in response or decision-making, but ONLY at discretion of DCOS and/or COS.
 - 4. Inform DCOS and/or COS regarding inquiry, preferably with draft response already prepared. Amend draft response with DCOS and/or COS input and get final affirmative approval from DCOS and/or COS before issuing response to media via following channels in order of priority but also taking into account time or deadline limitations: email, phone call, on-camera interview, and—as a last resort—via text message if all other previously noted methods have been exhausted without successful contact.

5. DCOS and/or COS must be cc'd or bcc'd in ALL emailed statements, responses, press releases, advisories, letters and notices to media.
 6. Legal/Policy should be cc'd or bcc'd in emailed statements, responses, and letters if Legal/Policy was involved in drafting statement or if matter applies to legal/policy
- f. On camera/radio interviews: Only PS and DOC are authorized to perform on-camera or radio interviews with media with approval by COS and/or DCOS, or, ultimately, Lt. Governor and/or Governor for matters/topics/subjects relative to government.
- g. Interviews on topics outside of government or in personal capacity: If you are giving an interview to media regarding a topic that is outside of the scope of government (i.e.: non-profit or volunteer work, personal life experiences) as a courtesy, you should let your respective department head know prior to the interview. Make it clear to the media organization that you are being interviewed in your personal capacity and not as a representative of the Government of Guam. Although you will represent yourself in a personal capacity, all Government of Guam personnel are expected to maintain a sense of professionalism and decorum.

3) FOIA/Sunshine Reform Act

- a. Requests received via email: Forward ALL emailed FOIA requests to PS and DOC immediately (same day received) and document acknowledgement of receipt by PS/DOC. PS/DOC must forward emailed FOIA request to COS, DCOS, legal, and any other agency/department/individual involved or affected by FOIA. Discuss with legal how to proceed with responding to FOIA. Depending on request, legal may be tasked with producing documents, or PS/DOC may be required to produce documents as well. Ensure all FOIA requirements are adhered to such as deadlines, response times, filing and documentation of FOIA requests.
- b. Requests received via letter delivered directly to Governor's Office or representative: Scan document and email to yourself. Upon receiving email, forward document to PS and DOC via email and document acknowledgement of receipt by PS/DOC. Turn over physical copy of document to DOC. PS/DOC must forward email to COS, DCOA, legal, and any other agency/department/individual involved or affected by FOIA. Discuss with legal how to proceed with responding to FOIA. Depending on request, legal may be tasked with producing documents, or PS/DOC may be required to produce documents as well. Ensure all FOIA requirements are adhered to such as deadlines, response times, filing and documentation of FOIA requests. FOIA response can be sent via email, post mail, or by contacting requesting party and notifying them that their documents are ready to be picked up at Adelup (Communications Office or specific agency involved).
- c. Requests received through other methods (telephone call, in person or via text message)

4) **Chambers Assignments** – (Speeches, Proclamations, Letters, Remarks, Talking Points, Booklet Messages, Awards, Certificates)

Chambers typically receives requests from individuals, agencies, organizations, dignitaries and others for above products. It is Chambers' responsibility to coordinate request with Communications and Protocol. Chambers emails Communications/Protocol with assignments with due by date already included, along with any other instructions. DOC determines to whom to assign the task. If request for product is received by Communications, the request should be routed through Chambers. Chambers can decide

- a. Proclamations: Designee will respond via email to Chambers acknowledging receipt of assignment and will cc all included in email. Designee will draft proclamation using standard proclamation format. Draft proclamation should be emailed using Google Docs to DOC, PS, Protocol Director, and legal counsels. (need more input on this procedure)
- b. Letters, Speeches, Remarks: Designee will respond via email to Chambers acknowledging receipt of assignment and will cc all included in email. Designee will draft product and send to PS, DOC, DCOS and COS. After completion of edits, designee will send final product back to requesting party (Chambers) by deadline. Final product must be formatted properly and/or placed on letterhead. Designee must also PRINT final product, attach to printed request and submit to Chambers for placing in Governor/Lt's briefing binders.
- c. Booklet Messages, Awards, Certificates: Designee will respond via email to Chambers acknowledging receipt of assignment and will cc all included in email. Designee will draft product and send to PS, DOC, DCOS and COS and PD. After completion of edits, designee will send final product back to requesting party (Chambers) by deadline via email, with PS, DOC, DCOS, COS and PD cc'd. Final product must be formatted properly, placed on letterhead or on template graphics. For booklet messages, an email submission to Chambers should suffice, unless otherwise instructed. For awards or certificates, final product may be printed by Protocol, unless otherwise instructed.

5) **Social/Digital Media**

- a. Website: DOC assigns web administrator duty to individual whose responsibility it is to ensure website is updated daily and in compliance with any applicable laws. Administrator privileges must be given to DOC as well. (Legal to determine what information shall be posted on website as required by law). Any changes in layout, design, basic information, titles, sections, or tabs, must be approved by DOC. Standard products on website will include the following:
 1. HOME, routes visitor to home page.
 2. ABOUT US, biography of Governor and Lt. Governor.
 3. MEDIA, press releases, official photos/videos, weekly addresses, livestreams, media advisories, public notices, letters, speeches.

4. FEATURED NEWS, 3 most recent press releases.
5. CALENDAR, proclamations, public events to be held at Adelup or Government House, GovGuam Holidays, State of the Island and other Adelup sponsored events.
6. CONTACT US, main office phone number, directory of Adelup Divisions (main phone number & email address), requests.
7. GOVGUAM DIRECTORY, main office phone number, email address and website of all Government of Guam agencies.
8. LINKS TO SOCIAL MEDIA ACCOUNTS, Facebook, Instagram, Twitter, YouTube.

References:

Communications Department
Tasks & Duties

subject to change with notice

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