

Procedure Title:	Sensitive Issues				
Procedure Number:	DHS-120-003-01	Version:	1.0	Effective Date:	02/22/2002

DHS Chief Administrative Officer

02/22/2002

Approved By: (Authorized Signer Name)

Date Approved

Procedure

DHS staff will follow these procedures in public communication about a sensitive issue.

Step	Responsible Party	Action
1.	Manager or employee	Alert DHS Leadership and Communication Office of actual or potential problem.
2.	Communication Administrator	Consult with appropriate DHS leadership about problem and determine who else should be involved in decision.
3.	Communication Office	Start log of news media inquiries and log questioned asked and information provided. Respond to news media inquiries with known facts, DHS's plan to handle and pledge to get back to them ASAP.
4.	Communication Administrator	Identify the following: <ul style="list-style-type: none"> Known facts including what caused the problem. Questions that are being asked and will be asked. Key messages DHS will convey. Technical experts on the subject. Information that may be statutorily protected Information can be disclosed. Site for news briefings if HSB or Portland State Office Building is not available. Photo opportunities for journalists who want them. Legislators, partners, stakeholders, clients, advocates, building security and others who should be informed in addition to Office of the Governor, Department of Administrative Services. Schedule next meeting or Day 2 meeting to ensure issue continues to receive attention.
5.	Communications Director DHS Director	Designate people to speak on behalf of DHS and establish Communications Team.
6.	Communication Administrator	Clarify legal issue regarding disclose of information with

		DOJ, if needed.
7.	Communication Office	<p>Notify, if needed:</p> <ul style="list-style-type: none"> • Governor/Governor's office. • DAS. • Legislators. • Partners. • Stakeholders. <p>Prepare DHS spokesperson to handle Questions and Answers.</p> <p>Notify DHS employees.</p> <p>Schedule briefing or return calls.</p> <p>Post information to DHS Website.</p> <p>Schedule further briefings and other media contacts.</p> <p>Contact news media editorial editors.</p> <p>Monitor news coverage, correct errors.</p> <p>Evaluate plan and correct where needed.</p>

Important Numbers

- DHS Director's Office: 503-945-5944
- Communication Administrator: 503-945-5652
- Communication Staff:
 - Jim Sellers 503-945-5738
 - Media Relations Office 503-947-5050

Policy that applies:

AS-010-003, Sensitive Issues

Form(s) that apply:

None

Contact(s):

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Procedure History:

- **Version 1.0:**
 - 06/22/2005 - Procedure number changed from AS-010-003-01 to DHS-120-003-01
 - 02/22/2002 - Initial Release

Keywords:

(List keywords here that might be used by someone to search for this policy on the internet)