
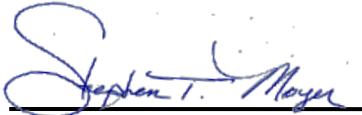


Secretary's Directive



Title: Office of Communications	Secretary's Directive Number: DPSCS.010.0013 Revised
Related MD Statute/Regulations: Correctional Services Article, §2-103, Annotated Code of Maryland	Supersedes: DPSCS.010.0013 (formerly Secretary's Department Directive Number: 04-2003 Dated: July 23, 2003)
Related ACA Standards: 4-4020; 2-CO-1A025 and 27; 4-ALDF-7F-01	Responsible Authority:  Director, Office of Communications
Related MCCS Standards: .05K	Effective Date: November 20, 2015 Number of Pages: 3



Stephen T. Moyer
Secretary

.01 Purpose.

This directive continues the Office of Communications within the Office of the Secretary of the Department of Public Safety and Correctional Services (Department).

.02 Scope.

This directive applies to all units of the Department.

.03 Policy.

- A. The Department shall effectively manage administrative processes and operational responsibilities.
- B. The Office of Communications shall support the Office of the Secretary by working with Department staff to:
 - (1) Disseminate information to the public through the media or other methods concerning Department responsibilities and activities;
 - (2) Maintain effective relationships with media representatives;
 - (3) Properly inform the Governor's Press Office and affected public officials of Department media events and contacts;
 - (4) Develop and publish a Department newsletter, the Department's annual report, and an information brochure;
 - (5) Develop, distribute and broadcast the Department's public service television and radio messages; and

- (6) Develop content and design format for the Department's Internet and intranet web sites in cooperation with the Department's Information Technology and Communication Division, (ITCD).

.04 Definitions.

A. In this directive, the following terms have the meaning indicated.

B. Terms Defined.

- (1) "Media" means public or private radio, television, news wire services, newspapers and internet or intranet versions of these entities and individuals representing these media outlets.
- (2) "Public information" means written, verbal or pictorial communication designed to educate the general population concerning Department activities, distributed directly by the Department or through a media service.
- (3) "Public information officer" means a Department employee working within a unit with full or part time responsibility for public information activities.

.05 Responsibility.

A. The Director of the Office of Communications (Director) shall:

- (1) Be accountable to the Secretary of the Department, regularly reporting the status of assigned responsibilities;
- (2) Be responsible for administration and management of the Office of Communications (Office);
- (3) Develop the organizational staffing plan for the Office for the Secretary to approve;
- (4) Develop and maintain a public information procedures manual; and
- (5) Include, as appropriate, affected Department staff, or designees, in activities of the Office.

B. The Director, or a designee, shall be responsible for:

- (1) Developing subject matter for Department radio and television public service broadcasts;
- (2) Producing Department radio and television public service broadcasts;
- (3) Drafting Office policy and procedure;
- (4) Drafting press releases;
- (5) Disseminating approved press releases;
- (6) Establishing and maintaining a system to log and track requests from the media for information under the Public Information Act;

- (7) Responding to media inquiries;
- (8) Maintaining a log of media inquiries not covered under §.05B(2)(f) of this directive;
- (9) Transmitting, daily, the updated logs of media inquiries to the Governor's Press Office;
- (10) Coordinating monthly meetings with unit public information officers;
- (11) Coordinating activities of the Department Website Unit Content Advisory Committee with ITCD;
- (12) Developing and publishing the quarterly Department newsletter; and
- (13) Performing other duties as assigned by the Secretary.

.06 Attachments/Links.

There are no attachments or links to this directive.

.07 History.

- A. This directive replaces DPSCS.010.0013 (formerly Secretary's Department Directive Number: 04-2003) dated July 23, 2003 to align responsibility of the Office of Communication and Media with Department re-organization. Revisions are indicated by underlining.
- B. This directive supersedes provisions of any prior existing, Secretary, Department or agency communication with which it may be in conflict.

.08 Correctional Facility Distribution Code.

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S — Public Information Officers