

DCTA MEDIA RELATIONS POLICY

PURPOSE:

Responding accurately and appropriately to media inquiries involving developing events can be vital to the success of DCTA (“the agency”) and the services it provides. Providing such accurate and appropriate responses to media inquiries often demands that only a prepared spokesperson comments on behalf of DCTA. Further, because DCTA provides services that require the public trust, it is imperative that only accurate information be disseminated by DCTA employees, contractors and representatives.

COVERAGE:

This policy applies to all DCTA employees (including temporary employees), contractors, representatives and agents.

POLICY:

Only designated spokespersons for DCTA are permitted to respond to media inquiries on behalf of the agency. Employees are prohibited from providing any statement or comment to the media for or on behalf of DCTA, unless they are given express authorization to speak to the media on behalf of the agency. Should an employee be contacted by the media, the employee should promptly notify the identified staff in the Marketing and Communications Department.

DCTA discourages employees from discussing DCTA operations, customers or their employment with the media; any and all issues or concerns regarding DCTA or the terms and conditions of employment should be addressed through established internal procedures. Additionally, employees should be mindful of the rights and safety of fellow DCTA employees and members of the communities we serve.

ENFORCEMENT:

Employees who speak on behalf of DCTA to the media, without express authorization to do so, shall be subject to discipline up to and including discharge. An employee who provides false information or makes malicious statements to the media regarding DCTA or DCTA’s services, operations, customers, or employees, even when doing so on their own behalf, may be subject to discipline up to and including discharge.

Nothing contained herein is intended to infringe on employees’ federal rights under Section 7 of the National Labor Relations Act.