



## City of Socorro

Administration Office:  
(915) 858- 2915  
124 S. Horizon Blvd.  
Socorro, TX 79927

Mayor:  
*Elia Garcia*

Rep at Large:  
*Rene Rodriguez*

District 1 Representative:  
*Cesar Nevarez*

District 2 Representative:  
*Ralph Duran*

District 3  
Representative/Mayor Pro  
Tem:  
*Victor Perez*

District 4 Representative:  
*Yvonne Colon- Villalobos*

City Manager:  
*Adriana Rodarte*

## City of Socorro Media Relations Policy Updated May 9, 2019

### 1. Purpose

- a. **Policy:** The City of Socorro is committed to maintaining a positive relationship with the members of the community through media relations by maintaining a systematic, well coordinated, and specific communications policy to provide consistent, accurate, and timely information.
- b. **Purpose:** The purpose of this administrative procedure is to establish clear guidelines for City Staff, Commissioners, & City Council to be follow when working with members of the media, news, or public communications professionals.

### 2. Media Requests

- a. Any Employee/City Council Member who receives a request from a news, media, or communication outlet must direct them to the PIO office to coordinate appropriately.
- b. All Media Requests will go through the Office of Public Relations & will be coordinated by the Public Information Officer.
- c. In communicating on behalf of the City, employees should limit their comments, and only present pertinent information within their personal knowledge to avoid speculation or making any which the media can misconstrue.

### 3. Role of the Public Information Officer

- d. a Official Spokesperson
  - i. The Public Information Officer (PIO) is the official spokesperson for the City when the Mayor or Council are unavailable.
  - ii. The PIO will provide the media with requested information and when necessary, refer the media to the appropriate source of information such as the City Clerk for Open Records Requests.
  - iii. The PIO will initiate communications on behalf of the City in matters pertaining to the media. In cases involving: fire, police, or public safety all first responding departments will coordinate with the PIO who will deliver a statement to the media as necessary.



## City of Socorro

Administration Office:  
(915) 858- 2915  
124 S. Horizon Blvd.  
Socorro, TX 79927

Mayor:  
*Elia Garcia*

Rep at Large:  
*Rene Rodriguez*

District 1 Representative:  
*Cesar Nevarez*

District 2 Representative:  
*Ralph Duran*

District 3  
Representative/Mayor Pro  
Tem:  
*Victor Perez*

District 4 Representative:  
*Yvonne Colon- Villalobos*

City Manager:  
*Adriana Rodarte*

### d. b PIO Responsibilities Include:

Creating & managing the flow of public information between the City government, its employees, and citizens.

1. Strategic message development & placement for City Departments
2. Public affairs & communication assistance for Mayor, Council, & City Departments
3. Release of information to employees & citizens
4. News media relations access
5. Communications coordination in crisis/disaster situations
6. Evaluation of press coverage
7. Media requests, corporate imagery, & electronic & web broadcasting of public information on city platforms
8. The PIO & City Manager will relay information to council as it unfolds.
9. The City's Information Technology Director shall post the contact information for the PIO on the City's website and the PIO is responsible for providing the City's Press Releases, Announcements, & Flyers to the IT Director and assuring that they are accurate.

## 4. City Council & the Media

### a. Chain of Order:

- i. The order for contacting City Council regarding interviews/ speaking engagements shall be Mayor, Mayor Pro Temp, Rep-At Large, District Representative.
- ii. Prior to issuing out a statement, the PIO will contact the District Representative, which the issue affects in order to collect their concerns to inclusively draft a statement.

### b. Interviews

- i. Interviews are a one-on-one communication between a reporter and the subject of the interview; all media requests should be coordinated through the PIO.
- ii. Interviews regarding council will be of
- iii. Prior to an interview, the PIO & City Manager will meet with the Council Member to prepare, and inform them of any updates on the matter.



## City of Socorro

Administration Office:  
(915) 858- 2915  
124 S. Horizon Blvd.  
Socorro, TX 79927

Mayor:  
*Elia Garcia*

Rep at Large:  
*Rene Rodriguez*

District 1 Representative:  
*Cesar Nevarez*

District 2 Representative:  
*Ralph Duran*

District 3  
Representative/Mayor Pro  
Tem:  
*Victor Perez*

District 4 Representative:  
*Yvonne Colon- Villalobos*

City Manager:  
*Adriana Rodarte*

iv. In the event council is not available for an interview, the PIO will release a statement to the media for the City's behalf.

### c. Press Conferences

- i. The Mayor will call Press Conferences as they see appropriate, with at least four hours' notice unless in times of emergency.
- ii. The PIO will organize and coordinate the event by releasing a Press Release to all news outlets, City Council, City Manager, & Department Heads.
- iii. To avoid a quorum: Mayor/Mayor Pro Temp, Rep at Large, and the District Representative in which the issue affects will be allowed to attend the Press Conference.

### d. Media In Active Meetings

- i. As stated prior to any City Council Meeting, an officer of the Socorro Police Department advises the public to silence all cell phones/electronic devices. Pertaining to the media:
  - i No playbacks are allowed during an active City Council Meeting
  - ii No interviews will be conducted during the meeting
  - iii No interruptions or outbursts will be tolerated & subjects may be escorted out
  - iv To not disrupt the public's view, all media will be asked to sit in the back of the room, and set up cameras/equipment on the sides of the room or in the back so as not to impede the public's safety or ability to hear, see, or understand the official meeting.

## 5. Platforms

- i. The City of Socorro maintains the following online public platforms:
  1. Website: [Ci.socorro.tx.us](http://Ci.socorro.tx.us)
  2. Facebook: [facebook.com/cityofosocorro](https://facebook.com/cityofosocorro)
  3. Twitter: [twitter.com/City\\_of\\_Socorro](https://twitter.com/City_of_Socorro)
  4. Instagram: [instagram.com/city\\_of\\_socorro/](https://instagram.com/city_of_socorro/)
  5. City Source: Socorro, TX



## City of Socorro

Administration Office:  
(915) 858- 2915  
124 S. Horizon Blvd.  
Socorro, TX 79927

Mayor:  
*Elia Garcia*

Rep at Large:  
*Rene Rodriguez*

District 1 Representative:  
*Cesar Nevarez*

District 2 Representative:  
*Ralph Duran*

District 3  
Representative/Mayor Pro  
Tem:  
*Victor Perez*

District 4 Representative:  
*Yvonne Colon- Villalobos*

City Manager:  
*Adriana Rodarte*

### 6. Penalties

- a. Failure to comply with the provisions of the policy may subject the City and individual employees to criminal and civil penalties. Adverse action up to and including termination of employment or office that may be considered violations of the policy include but are not limited to:
- i. The willful destruction, mutilation, removal without permission, or alteration of public information
  - ii. The failure or refusal to provide access to public information
  - iii. The intentional disclosure/misuse of information considered confidential, privileged, or information learned by virtue of position and used for his/her benefit or to injure another staff member
  - iv. Removal of media privileges for a reporter, staffer, or member of the press. (Should this occur the News Director will be contacted, or general manager, and formal notification will be given, with instructions of their representative's revocation of privileges, the station or media source will need to send a different representative to cover stories should this happen.)
  - v. Violation of Texas Penal Code 39.06 or the Texas Public Information Act