<u>2013 Mayor and City Council Media Guidelines</u>

The following guidelines are based on best practices and are designed to assist the Mayor and City Council in their communication with the media regarding City business.

As discussed at the 2013 Strategic Planning Retreat, the Mayor and City Council agree that it is in the best interests of the City to have a unified and consistent message for the media regarding policy matters of the City. More specifically, the Mayor and City Council agree that:

1. The Mayor and City Manager are the primary and preferred spokespersons regarding City related policy matters.

2. The Police Chief and City Manager are the primary and preferred spokespersons regarding Dunwoody Police Department matters.

3. Elected officials will promptly notify the Marketing and Public Relations Department when contacted by the media for comment or to answer questions.

4. Any elected official that provides comment, answers questions or appears on television or radio will not disparage the City or any other city elected official.

5. On policy issues already decided by the City Council, all elected officials will either support the decision of the Council or withhold comment.

6. Disparaging comments regarding citizens, businesses, staff, appointed officials, other governments and elected officials of other governments will be avoided.

7. Elected officials acknowledge that all contact with the media in any form including comments, responses or statements reflect directly on the City of Dunwoody and not solely on the elected official. In other words, the media and community will not interpret comments or statements from an elected official to be the opinion of only that Councilperson.

8. Media contact will be handled in a gracious, professional and dignified manner at all times.

9. Elected officials will not publicly disparage the media.

10. Elected officials will not show preference or favor to any one or set of media entities in favor of other media entities covering Dunwoody on any issue.