

KDADS EXTERNAL COMMUNICATIONS PROTOCOL

Updated July 15, 2013

Angela de Rocha

Director of Communications

PIO Cara Sloan-Ramos and Director of Communications Angela de Rocha are the only staff authorized to speak to the media regarding all matters related to the Kansas Department for Aging and Disability Services (KDADS). It is a violation of KDADS policy for staff to speak to the media or to provide information to the media without prior authorization from the Communications office.

Please refer all media inquiries to Angela and/or Cara. We will in many instances be calling on you for information to help us craft a clear and consistent response to our media inquiries in a timely fashion as we attempt to honor deadlines and other requirements that may arise during our interactions with the media. On other occasions we will be arranging for you to be interviewed by reporters on specific subjects and appreciate your cooperation.

We thank you in advance for your time and assistance.

Event planning

All external communications projects and promotions involving the public, including event planning, need to be coordinated from the beginning with the Communications office. Planning should take place in collaboration with the Communications office. If your project will require the creation of print products such as posters, brochures or other handouts, we need as much advance notice as possible so we can create a product that reflects well on the agency.

Media interaction

If you become aware of the presence of a reporter, other member of the media or a person whose presence appears to be unrelated to client services or department business in the KDADS areas of the New England Building, the hospitals, or any other KDADS premises across the state, please contact Angela and/or Cara. If a reporter enters our offices and announces he or she has an interview with one of our staff, please make sure that Communications is aware of that appointment. As a general rule, one of us will accompany any media that have a scheduled interview with staff. If a non-media person has an appointment with a staff member, and brings along a media representative unannounced, we need to be alerted immediately.

No members of the media are allowed to interview clients on KDADS property, including the hospitals, without express permission of the Communications office. Media is free to talk to clients who want to talk to them off of our property, but we have the confidentiality and privacy rights of all of our clients to protect. Media must not approach clients or residents on our property. If a member of the media enters one of our buildings and begins approaching clients or residents, please ask them politely to leave. No photographs, video, or audio recording of any kind are allowed on KDADS premises without express permission.

If you receive phone calls or emails from a known or unknown person asking for department information such as policy, program details, statistics or reports, the inquiry should be referred to Communications. All information going out of the department, other than to other state agencies, should come from the Communications office.

Stakeholder and other public meetings

You should be very circumspect in remarks you make at public meetings and in other communications with stakeholders, advocacy groups, providers, clients, etc. There may be a reporter present in public meetings or participants may later make known to the media what you have said. Please be careful to ensure that any information you share accurately reflects department policy.

Public website

Updated content and proposed graphics changes for the public website(s) should be routed through the Communications office, which will direct their posting. Please do not send content/graphics directly to IT to be posted on the website(s) unless Communications has signed off on it first.

Governor's proclamation signings

All proclamation signing requests must be made through Communications. If your program is seeking a proclamation signing or wants to plan any other similar external event, the Communications office needs to be notified at least two months in advance, if possible, of the time you want the event to occur. If a KDADS stakeholder would like KDADS staff, including Secretary Sullivan or the Commissioners, to attend a proclamation signing the proclamation must be routed through KDADS Communications.

Non-departmental activities

If you are asked to participate in an event sponsored by an advocacy group involved with an issue in which you are interested and feel strongly about, make it very clear at the event that you are not speaking on behalf of KDADS or in your capacity as a KDADS employee, but rather as a private citizen and that your personal opinions and views do not necessarily reflect the policies and positions of KDADS.

If you are approached by a reporter of print or electronic media who is seeking your comment on a matter unrelated to KDADS, you may respond as long as you do not identify yourself as a KDADS employee, and as long as you in no way indicate you are speaking for the department.

We continue to look forward to collaborating with you as we present the KDADS' mission and our principles to the public in the best possible light.

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