

OMF POLICY: Communications

2.01 Communications

The Office of Management and Finance (OMF) Communications Team, located within the Office of the Chief Administrative Officer, is charged with oversight of OMF's internal and external communications. In addition to communications, the team is responsible for OMF's website, responding to media requests, and public records requests. <https://www.portlandoregon.gov/cao/54618>

OMF COMMUNICATION GOALS

- Ensure that communications to employees, media, and the public are clear, concise, correct, complete, comprehensible, timely, and transparent.
- Work with subject matter experts to ensure accuracy, credibility, and validity of internal and external communications.
- Promote OMF's work; raise public awareness of OMF's successes and responsibly discuss issues.

OMF COMMUNICATIONS REVIEW AND APPROVAL

OMF bureaus, divisions and employees must:

- Route all draft media releases and Citywide email to the OMF Communication Team's Strategic Communications Manager (SCM) or Public Information Officer (PIO) for review, approval, and distribution. Citywide routine emails using a standard template (e.g., network outages and updates, BHR job postings and class announcements) are exempt from this requirement.
- Route all draft communications that significantly affect employee procedures or working conditions to the OMF Communication Team's SCM or PIO for review prior to distribution.
- Provide the OMF Communication Team's SCM or PIO with relevant information about any OMF project, decision, or audit that may be of interest to the media, as soon as is practical, to ensure accurate talking points are available in case of a media request. See Policy 2.02.
- Notify the SCM or PIO when Public Records Requests are received. See Policy 2.04.

Working with the OMF Communications Team will:

- Ensure a consistent "voice" for OMF communications.
- Ensure OMF takes a "one City" approach.
- Ensure collaboration on core messages.
- Ensure broader awareness on audience perception and attitudes.
- Provide early awareness of potential issues, inaccuracies, and rumors.

OMF Business Owner: OMF CAO
Last updated: 20 September 2019