

	MEDIA RELATIONS POLICY	Page 1 of 2
Original Issue Date: 10/9/25	Last Reviewed:	Revision Number: 0

PURPOSE AND SCOPE

The intended purpose of establishing a City media relations policy is to ensure a coordinated response with the Public Information Officer (PIO) Office to share information on behalf of the City.

DEFINITIONS

Public Information Officer (PIO): A public information officer (PIO) manages and disseminates information between an organization and the public and media, often serving as a spokesperson to ensure clear, accurate, and timely communication.

APPLICABILITY

This policy applies to all City of Milford full-time employees, part-time employees, elected and appointed officials, members of boards, commissions, and committees, and consultants and contractors speaking on behalf of the City.

GENERAL GUIDELINES

The City of Milford seeks to provide the highest quality services to residents by listening and communicating with the public in helpful and transparent ways. The news media play an important role as public information partners for residents and City government. As such, City government will coordinate with members of the press to respond to media inquiries to the best of our ability providing timely and complete information on non-confidential matters.

1. As designated by the City Manager, the Public Information Officer (PIO), will serve as the official spokesperson for the City.
2. The Public Information Officer (PIO) will work with City Staff to coordinate responses to media inquiries as necessary.
3. Media inquiries are to be received by the Public Information Officer (PIO). When City staff receive a media inquiry directly, City staff should notify the Public Information Officer (PIO) as soon as possible- including, the nature of any conversation or inquiry, the identity of the media outlet, the contact, and relevant background information.
4. In the event of a public safety incident or emergency, Departments will coordinate with the Public Information Officer (PIO) to manage inquiries made by the media, coordinate information from the City to the public, and coordinate information to the City Manager and City Clerk to distribute to the Mayor & City Council.
5. The City will not provide any comments on active or pending matters that are scheduled for City Council’s consideration. Media inquiries will be directed to the publicly available materials on the City’s website including but not limited to City Council agendas, minutes, and meeting recordings.

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6. The City will not provide any comments concerning pending or active litigation. This includes but is not limited to discussing the merits of a case, commenting on specific allegations, or speculating on potential outcomes.

PUBLIC RECORDS

Public records will be managed in compliance with applicable local, state, and federal laws, regulations, and policies including the Delaware Freedom of Information Act (covering Open Meeting Law, Public Records Law), and Public Records retention schedules, Copyright Law, and other applicable City policies.

VIOLATIONS

Employees violating this policy may be subject to disciplinary action in accordance with City policies, departmental operating procedures and/or collective bargaining agreements.

If you have questions regarding appropriate use of this policy, please contact your supervisor, the Human Resources Director or your respective Appointing Authority.

Appointing Authority Signature

Date

I, _____, acknowledge that I have received and read a copy of this policy.

Employee/System User Signature

Date