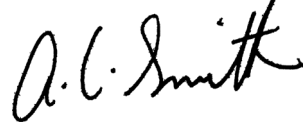




Department of
Rehabilitation & Correction

SUBJECT: ODRC Public Relations	PAGE <u> 1 </u> OF <u> 4 </u>
	NUMBER: 01-COM-12
ORC/OAC REFERENCE: ORC 5120.01	SUPERSEDES: 01-COM-12 dated 6/22/2015
RELATED ACA STANDARDS: 2-CO-1A-14; 1-CTA-1A-15	EFFECTIVE DATE: September 1, 2022
	APPROVED: 

I. AUTHORITY

Ohio Revised Code 5120.01 authorizes the Director of the Department of Rehabilitation and Correction, as the executive head of the department, to direct the total operations and management of the department by establishing procedures as set forth in this policy.

II. PURPOSE

The purpose of this policy is to establish guidelines for promoting information and events regarding the Ohio Department of Rehabilitation and Correction (ODRC) both internally and within the community. This policy will ensure that accurate and timely information is being presented on behalf of ODRC in the form of video productions, publications, brochures, speaking engagements, etc.

III. APPLICABILITY

This policy applies to all employees and contractors of the ODRC.

IV. DEFINITIONS

The definitions for the below listed terms can be found at the top of the policies page on the ODRC Intranet at the following:

[Definitions Link](#)

- **Agency Publication**
- **Fact Book**
- **Fact Sheet**
- **Public Information Officer (PIO)**
- **Published Data**

V. POLICY

It is the policy of the ODRC, as a public agency, to maintain a cooperative and responsive relationship with the community. In a continued effort to establish and maintain a positive relation with the community, ODRC staff may develop means of educating and promoting the ODRC such as newsletters, brochures, videos, intra and internet sites, etc.

VI. PROCEDURES**A. Agency Publications**

1. All agency publications including newsletters, brochures, and other informational material that will be utilized in the community is subject to review and approval by the Office of Communications prior to mass publication or release of the document.
2. All agency publications must adhere to the general publication guidelines:
 - a. Must have the ODRC logo on the front of the document,
 - b. Must display the Governor's name in the bottom left corner and the Director's name in the bottom right corner,
 - c. Must display the general ODRC website address,
 - d. Must display appropriate contact information with telephone number and a general email address that can be used for contacting the area which produced the publication,
 - e. Must be submitted for review and approval by the Office of Communications no less than fourteen (14) calendar days prior to distribution.

B. Facility Tours

1. All tours by outside organizations must be approved by the managing officer.
2. Photo equipment is prohibited during facility tours unless previously authorized by the Office of Communications as specified in ODRC Policy 01-COM-09, Media Policy.
3. If the Office of Communications approves photographic equipment to be utilized during a tour, all appropriate releases must be signed by staff and/or incarcerated individuals using the Media Permission Grant/Refusal (DRC1753).
4. Any media wishing to tour or visit a facility/office must receive prior approval from the Office of Communications as specified in ODRC Policy 01-COM-09, Media Policy.
5. The Legislative Liaison's Office must be notified prior to any legislator or elected official touring, visiting, or speaking at any ODRC facility or office. The institution or office shall coordinate all such tours, visits, and speaking engagements with the Legislative Liaison's Office.

C. ODRC Public Relations Engagements

1. All requests for any ODRC employee to participate in a speaking engagement or public relations effort regarding ODRC issues that involves an external audience or external participants shall be reviewed and approved by the managing officer prior to accepting the invitation to speak.

2. If material is presented in the form of a PowerPoint presentation or other informational handouts, the Office of Communications shall be provided a copy of the material for review at least ten (10) business days in advance of the scheduled event. All materials shall be done in accordance with the State of Ohio branding guidelines.
3. Any ODRC employee requested to participate in an external speaking engagement or public relations effort shall submit a Public Relations Request (DRC1012) to their managing officer for approval as far in advance of the event as possible, but no less than fourteen (14) calendar days prior to the date. Exceptions to this timeframe may be granted by the managing officer in exceptional circumstances. The Office of Communications shall be notified of the speaking engagement or public relations effort upon approval by the managing officer by receiving an approved copy of the Public Relations Request (DRC1012) prior to the scheduled event.
4. Organizations are asked to not use the agency or the speaker's name in association with the event unless or until confirmation has been received that the request was accepted.
5. A pool of appropriate material shall be maintained by the Office of Communications for speakers to utilize. This material shall include a general agency PowerPoint presentation, ODRC brochure, and/or videos.
6. Any other materials that are used for a speaking engagement (i.e., presentations, handouts, brochures, etc.) must be reviewed and approved by the Office of Communications prior to the speaking engagement.
7. If the approved speaker uses material other than that which is available from the Office of Communications, they shall be responsible for maintaining copies of all materials utilized.

D. Multi-Media Affairs Guidelines

1. Employees requesting video production must complete a Multimedia Affairs Request (DRC1911). This form must be sent to the Office of Communications for approval.
2. Once the video project has been approved, the ODRC's multimedia affairs administrator within the Office of Communications shall work directly with all concerned parties.
3. A consultation shall take place with the ODRC multimedia affairs administrator and project originator to discuss the objective of the project and the steps that must be taken to meet the stated goal.
4. The project originator and ODRC multimedia affairs administrator staff shall work together on the production and post-production of the project.
5. All videos and print materials that are produced for use by the agency must be reviewed by the Office of Communications before final production.

E. Published Data

1. It is the responsibility of the deputy director/designee to determine which reports will be published as official ODRC information. Any report published as official ODRC information shall be submitted to the Office of Communications for review and approval before final publication.
2. The deputy director/designee authorizing the creation of a report published as official ODRC information is responsible for ensuring the accuracy of the information contained in the report and that any information or data does not conflict with other existing sources of information produced by the agency.
3. All information, including statistical data and annual reports, remains subject to review and approval by the Office of Communications.

F. Institution Fact Book

1. Each institution shall keep an updated fact book utilizing the template approved by the Office of Communications.
2. The PIO or managing officer's designee shall be required to update the fact book twice a year or as directed by Office of Communications. The fact book shall also be updated as needed due to personnel changes or other information included in the fact book that requires a change.
3. The PIO or managing officer designee shall ensure the fact book is current on the Office of Communications server.

Attachments:

Appendix A ODRC Logo (.png file)
Appendix B ODRC Official Power Point Template
Appendix C State of Ohio Brand Guidelines

Referenced ODRC Policy:

01-COM-09 Media Policy

Referenced Forms:

Public Relations Request	DRC1012
Media Permission Grant/Refusal	DRC1753
Multimedia Affairs Request	DRC1911