

**Village of Brockport**  
**Media Response and Submission Policy**  
Confirmed by Village Board 07/18/16

**Policy Statement** - The village board acts to ensure coordinated, coherent, professional, accurate, and reliable communication between the Village of Brockport and all media outlets. This policy is intended to sustain and reinforce a positive public image of the village by effectively disseminating timely, relevant, and interesting information.

**General Standards** – For the purpose of this policy, “statement” means spoken communication; “submission” means printed or electronic communication. Compliance with this policy requires observance of the following standards.

- § 1. Members of the village board are the official spokespersons of the village. Other village officials and employees shall not make official statements, whether unsolicited or in response to a media inquiry, except when authorized by the mayor or the village board, or to affirm or clarify facts that are part of the public record.
  - § 2. Only official spokespersons shall respond to media inquiries.
  - § 3. Official statements to the media, whether unsolicited or in response to an inquiry, shall accurately reflect the village’s position as described by official documents such as, but not limited to formal plans, adopted policies, and approved meeting minutes.
  - § 4. A village official or employee who wishes to make a personal statement regarding any village-related topic must clearly inform the media that he is making such statement as an individual, that his/her statement does not necessarily represent the position of the village, and that they are not authorized to speak for, or on behalf of the village at the time of the statement.
  - § 5. Any direct quotation of a village official or employee in a statement or submission to the media must be verified by official record or acknowledged as accurate by the party quoted prior to issuance of such statement or submission.
  - § 6. Communications regarding police department incidents issued by the police chief or his designee, editorials, legal notices, and advertisements are not subject to § 1.-5. of this policy.
-