

# City Council Announcements

## June 7, 2005

### **A. Decisions, Feedback & Information needed by staff**

1. **District Five Town Meeting regarding Liberty Wells Street Lights:** The Administration will be sending their recommendations for changes to the Street Lighting Plan to the Council in the coming week. Some of the recommendations will affect what options are available to the Liberty Wells Community. Council Member Love has been working with the Chair of the Liberty Wells Community Council to organize a town meeting to discuss the street lights, and to gain support for the residents' financial participation in the program. The meeting was originally set for June 15, but to get the most accurate information out to residents, it would be better to wait until after the Council's discussion on the Lighting Plan. However, the timing may then conflict with the Council Policy regarding the mailing of newsletters and holding meetings during the ten weeks prior to the primary elections. In the Council's Policy Manual, Section A13 item (i) (attached) states that, "If there is a conflict regarding this policy, a Council Member will have the option of asking the Chair and Vice Chair, or the entire Council, to review and resolve the conflict in question." Would the Council object to a town meeting being scheduled for sometime in August?

## Section A: Council Office Internal Policies

### A.13 NEWSLETTERS (revised 11/01)

Note: Due to the change in filing deadlines for City Council, the Council has noted the need to revise the timing outlined in this policy. This can be scheduled for review in January.

a. One 11 1/2" X14" newsletter or quarterly 8 1/2" X 11" double-sided news sheet per calendar year shall be circulated in each Council district.

b. In order to avoid having Council newsletters perceived by the general public and others as a political tool for reelection, certain guidelines will be followed in article content and selection and timing of publication.

c. Articles which attack or criticize other Council Members or the Mayor are to be avoided.

d. Articles addressing an issue which is being discussed by candidates opposing an incumbent Council Member are to be avoided during the year of the election.

e. Articles addressing issues which are an integral part of an incumbent Council Member's reelection campaign platform are to be avoided during the year of the election.

f. Articles addressing sensitive subjects on which Council Members are sharply divided are to be avoided.

g. In developing a policy for newsletters published for members of the U.S. Congress, a rule has been established that a name or picture of the Congress member should not appear more than six times on a page with the dimensions of 11 1/2 by 14 inches, the size of the Council's newsletter. This restriction includes personal pronoun references such as I, he, she, his or her. Other pronouns such as we and they are permitted. This restriction is applied in an effort to avoid the appearance of taxpayers' dollars funding blatantly political and self-aggrandizing material. Using the U.S. Congress guidelines, Council newsletters should not contain more than six personal references and/or personal photographs per page. Exceeding the limit of six personal references per page should be avoided, but a limit of eight personal references a page is warranted if personal references on another page are reduced by two.

h. Using the U.S. Congress once again as a guide, Council Members who are up for reelection should not mail out Council newsletters any later than ten weeks before a primary election. There are less than ten weeks between Utah municipal primary and general elections and therefore no Council Member up for election should mail out a newsletter between the primary and general elections.

i. If there is a conflict regarding this policy, a Council Member will have the option of asking the Chair and Vice Chair, or the entire Council, to

## Section A: Council Office Internal Policies

review and resolve the conflict in question.

### A.14 NEWS MEDIA (revised 10/98)

a. The Council Chairperson is the official spokesperson for the City Council. As such, the Chair is responsible for representing the Council to the news media. Individual Council Members may meet with media representatives of media editorial boards. When doing so, they shall make it clear that the opinions presented are their own, indicate they are speaking on their own behalf rather than on behalf of the full Council, and be careful to say "I" versus "we" when stating opinions. Press releases are a common form of communication with the media. It is appropriate for Council staff to prepare press releases:

1. quoting the Chair on issues relating to the City Council as a group or providing general information regarding public hearings or other public meetings that the City Council will hold.

2. for a Council Member to announce a public event/meeting occurring in that Member's district.

3. for a Council Member who serves on a special committee (such as the National League of Cities and Towns) to announce the committee's findings or activities. However, the press release cannot be contrary to the official position held by the City Council as a group and cannot represent the entire City Council.

b. It is not appropriate for Council staff to prepare press releases regarding a Council Member's campaign, events relating to a campaign, or for any reelection purposes.

c. When a representative of the media contacts the Council Office to request an interview with a Council Member on an issue that relates to the entire Council, the following will apply:

1. The interview request shall be directed to the Council Chair.

2. If the Council Chair is not available for the interview, the request shall be referred to the Vice Chair.

3. If the Vice Chair is not available, the request is then referred to the remaining Council Members.

4. If a Council Member other than the Chair or Vice Chair agrees to the media's interview request, that Council Member must clarify that he/she is not speaking on behalf of the entire Council; the opinions/views stated are that Council Member's only.

d. There are times when a media representative contacts the Council Office to request an interview with a specific Council Member on an issue

