



City of San Antonio Communications Manual

PREFACE

This Communications Policy serves as the official communications guidelines for all City of San Antonio (City) civilian employees (full-time, part-time, temporary and grant-funded). It will outline the procedures for both internal and external communications. These guidelines will be applied daily to ensure accuracy, consistency and timeliness in relaying information to employees, departments, representatives of the news media and the public at large.

This Policy will serve as a communications tool to foster an understanding of City policies, initiatives and services in order to provide clear, effective communications directives for the organization.

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COMMUNICATIONS GOALS AND PRINCIPLES

Communications Goals and Principles:

Goal of of the Policy:

To use effective communications to improve employee and public understanding of City policies, initiatives and services. Clear understanding of and adherence to this Communications Policy is essential to achieving the goal. City civilian employees, volunteers and interns will be expected to abide by the Communications Policy.

Communications Policy Principles:

The timeliness of our internal and external communications is important to the needs of employees and the public. City employees shall make every reasonable effort to respond in a timely manner. Where our actions or decisions will be delayed, it is important that such delay be communicated to those affected and a new estimated time for completion be provided.

All City communications to employees and the public should be polite, clear, timely and professional in tone.

Essential internal and external communications to employees and the public should be translated from English into Spanish, when possible, including, but not limited to, Administrative Directives, Policies, Brochures, Surveys and Flyers.

Each Department Director will review this Communications Policy and provide department employees, volunteers and interns with print or electronic access to it.

Oversight and Guidance:

The Department of Communications and Public Affairs will oversee compliance with the City's Communications Policy and will assist employees with any questions regarding the Policy. Employees can contact the Department of Communications and Public Affairs at 207-7234. The Director of Communications and Public Affairs will provide advice and guidance on all media relations and can be contacted directly at 207-7239.

City Communications Team:

The Department of Communications and Public Affairs will review the Communications Policy annually, with the assistance of the City Communications Team, and propose any changes in the Policy to the City Manager and the Executive Leadership Team for approval.

The Communications Team consists of one employee from each City department designated by the department director. Each member is responsible for initiating a dialogue in his/her respective departments to discuss needed communications improvements.

The Team will meet to discuss continuous improvements to City communications organization-wide.

The Communications Team consists of the following City employees.

<u>Member</u>	<u>Department</u>	<u>Phone #</u>
Lisa A. Norwood	Animal Care Services	207-6665
Nora Castro	Aviation	207-3820
Roland Martinez	Capital Improvements Management Services	207-1011
Veronica Zertuche	City Attorney	208-8994
Kimberly Weber	City Auditor	391-1867
Celeste Rodriguez	City Council	207-7041
Melinda Lopez-Uriegas	City Clerk	207-7255
Tina Flores	City Clerk	207-6993
Di Galvan	Communications and Public Affairs/Office of the City Manager	207-7239
Gwen Schuler	Communications and	207-4494

	Public Affairs	
Sonia Canales	Communications and Public Affairs	207-7349
Tiffany Edmonds	Communications and Public Affairs	207-2098
Teresa Vasquez Romero	Community Initiatives	207-8761
Andrea DeLaune	Convention/Sports and Entertainment Facilities	207-3642
Robert Salluce	Convention and Visitors Bureau	207-6718
Karina Cardona	Convention and Visitors Bureau	207-6737
Linsey Whitehead	Cultural Affairs	207-6960
Jesse Alvarado	Customer Service/311	206-8904
Colleen Swain	Downtown Operations	207-4089
Adrian Perez	Economic Development	207-3931
Liza C. Meyer	Office of Environmental Policy	207-1449
Letie Wawrzyniak	Finance	207-8648
Deborah Foster	Fire	207-8492
Melissa S. Sparks	Fire	207-8492
Bonnie Marks	Fleet Maintenance and Operations	207-8381
Joseph Martinell	Grants Monitoring and Administration	207-5473

Steven Lopez	Housing and Neighborhood Services	416-5993
Robert Hammond	Human Resources	207-2088
Ronald Kluver	Information Technology Services	207-8920
Sally Basurto	Intergovernmental Relations	207-7197
Reynaldo Cano	International Affairs	207-8143
Beth Graham	Library	207-2638
Tad Wille	Management and Budget	207-8019
Sandra Cesena	Military Affairs	207-2712
Norma Morales-Arias	Municipal Court	207-7147
Kelly Irvin	Parks and Recreation	207-6122
Terry Kannawin	Planning and Development Services	207-6535
Sandy Gutierrez	Police	207-7579
April Hernandez	Public Works	207-8026
Melissa Galvan	Purchasing and General Services	207-2763
Christine Patmon	San Antonio Metropolitan Health District	207-8638
Lynn Cox	Solid Waste Management	207-6472

Official City Spokespersons:

It is essential to provide the public with accurate and timely information, as it pertains to City initiatives and policies. Print, television, radio and Internet media play a critical role in providing

City-related information to the community. It is in the City's interest to inform the public with accurate and timely information.

Employees are not restricted from speaking to the media as an individual citizen during non-City work hours. However, only designated City employees can provide the media with an official statement on behalf of the City. **City employees that are not specifically listed in this policy as official spokespersons shall not provide information to the media without the approval of their Department Director.**

The City Manager, City's Executive Leadership Team, Department Directors, Assistant Directors and Public Information Officers listed below are the principal disseminators of public information to the media and are official spokespersons for the organization.

City Manager:

Sheryl Sculley 207-7080

Executive Leadership Team:

Pat DiGiovanni	Deputy City Manager	207-7080
A.J. Rodriguez	Deputy City Manager	207-7080
T.C. Broadnax	Assistant City Manager	207-7080
Sharon De La Garza	Assistant City Manager	207-7080
Penny Postoak Ferguson	Assistant City Manager	207-7080
Erik Walsh	Assistant City Manager	207-7080
Peter Zanoni	Interim Assistant City Manager	207-7080
Catherine J. Hernandez	Interim Executive Assistant to the City Manager	207-7080
Michael Bernard	City Attorney	207-8944
Richard Varn	Chief Information Officer	207-4478

Chris Callanen Assistant to the 207-7045
City Council

Di Galvan Director, Communications 207-7239
and Public Affairs

Department Directors and Assistant Directors:

Name	Department	Phone
Gary Hendel Director	Animal Care Services	207-3338
Vincent Medley Assistant Director		207-8201
Frank R. Miller Director	Aviation	207-3450
Tim O'Krongley Assistant Director		207-3567
Eric Kaalund Assistant Director		207-3449
Michael S. Frisbie Director	Capital Improvements Management Services	207-8140
Debbie Sittre Assistant Director		207-2046
George Rodriguez Assistant Director		207-7114
Jorge A. Perez Assistant Director		207-3839
Martha Sepeda First Assistant City Attorney	Office of the City Attorney	207-8940
Park E. Pearson	Office of the City Auditor	207-2853

City Auditor

Barry Lipton 207-6986
Deputy City Auditor

Leticia M. Vacek Office of the City Clerk 207-7253
City Clerk

Leticia Saenz 207-4257
Deputy City Clerk

Chris Callanen City Council Offices 207-7040
Assistant to the
Council

Di Galvan Communications and Public 207-7239
Director Affairs

Dennis J. Campa Community Initiatives 207-8198
Director

Cindy Schoenmakers 207-8131
Assistant Director

Melody Woosley 207-8134
Assistant Director

Scott White Convention & Visitors 207-6700
Director Bureau

Steve De La Haya 207-6844
Assistant Director

Ronnie Price 207-6776
Assistant Director

Michael Sawaya Convention, Sports & 207-8500
Director Entertainment Facilities

Jim Mery 207-3751
Assistant Director

Felix N. Padron Director	Cultural Affairs	207-8483
Antonio A. Bosmans Director	Customer Service/311	207-3312
Paula X. Stallcup Director	Downtown Operations	207-3677
Colleen Swain Assistant Director		207-4089
Kelly Rafferty Assistant Director		207-6003
Laurence Doxsey Director	Office of Environmental Policy	207-1721
Ben Gorzell Director	Finance	207-5734
Troy Elliott Assistant Director		207-8604
Margaret Villegas Assistant Director		207-8632
William Mattox, Jr. Assistant Director		207-4229
Charles N. Hood Fire Chief	Fire	207-8400
Rodney Hitzfelder Deputy Fire Chief		207-8400
David E. Martinez Deputy Fire Chief		207-6169
Florencio Pena Director	Fleet Maintenance and Operations	207-7260

T.C. Broadnax Interim Director	Grants Monitoring & Administration	207-7080
Shanon Wasielewski Officer	Historic Preservation	207-8316
David D. Garza Director	Housing & Neighborhood Services	207-7881
Liz C. Garcia Assistant Director		207-8231
Ramon Mendez Assistant Director		207-4084
Elizabeth Braune Director	Human Resources	207-8717
Flor D. Garcia Assistant Director		207-8032
Nikki Ramos Assistant Director		207-8717
Hugh Miller Chief Technology Officer	Information Technology Services	207-8301
Kevin Goodwin Assistant Director		207-5840
Yolanda Maldonado Assistant Director		207-4361
Stephen Gaffigan Assistant Director		207-0546
Amelia Rowe Assistant Director		207-0557
Carlos Contreras Director	Intergovernmental Relations	207-8109

A.J. Rodriguez Interim Director	International and Economic Development	207-7080
Ed Davis Assistant Director		207-3906
Rene Dominguez Assistant Director		207-8125
Elizabeth E. Costello Director (International Affairs)		207-8100
Reynaldo Cano Assistant Director		207-8143
Ramiro Salazar Director	Library	207-2644
Kendra Trachta Assistant Director		207-2661
Kathleen Donellan Interim Assistant Director		207-2572
Maria Villagomez Interim Director	Management & Budget	207-8360
Robert Murdock Director	Military Affairs	207-2712
James Henderson Special Projects Manager		207-6018
Frederick Garcia, Jr. Director	Municipal Court	207-8970
Xavier Urrutia Director	Parks and Recreation	207-8480
Janet Martin Assistant Director		207-6090

Edward Benavides Assistant Director		207-5004
Roderick Sanchez Director	Planning and Development Services	207-8259
Barry Archer Assistant Director		207-8236
Fernando DeLeon Assistant Director		207-3211
Jesus Garza Assistant Director		207-7950
Patrick Howard Assistant Director		207-7833
William McManus Police Chief	Police	207-7360
Geraldine J. Garcia Assistant Police Chief		207-8202
Harry Griffin Assistant Police Chief		207-7508
Majed A. Al-Ghafry Director	Public Works	207-8025
Anthony Chukwudolue Assistant Director		207-8165
Richard Mendoza Assistant Director		207-8024
Janie Cantu Director	Purchasing and General Services	207-7260
Steve Morando Assistant Director		207-7122

Dr. Fernando Guerra Director	San Antonio Metropolitan District	207-8731
Dr. Bryan Alsip Assistant Director		207-8172
Charles Pruski Assistant Director		207-8757
David W. McCary Director	Solid Waste	207-6470

Public Information Officers:

The following are public information officers/official spokespersons for City departments and are responsible for addressing media inquiries:

<u>PIO</u>	<u>Department</u>	<u>Phone #</u>
Lisa A. Norwood	Animal Care Services	207-6665
Richard Johnson Nora Castro	Aviation	207-3542
Roland Martinez	Capital Improvements Management Services	207-1011
Di Galvan	Communications and Public Affairs	207-7239
Gwen Schuler Sonia Canales Tiffany Edmonds		207-4494 207-7349 207-2098
Teresa Vasquez Romero Erik Gomez	Community Initiatives	207-8761
Andrea DeLaune	Convention/Sports and Entertainment Facilities	207-3642
Robert Salluce	Convention and Visitors Bureau	207-6718

Linsey Whitehead	Cultural Affairs	207-6960
Deborah Foster Melissa S. Sparks	Fire	207-8422
Beth Graham	Library	207-2638
Kelly Irvin Jody Garcia	Parks and Recreation	207-6122 207-4207
April Hernandez	Public Works	207-8026
Sgt. Chris Benavides Sandy Gutierrez Matthew Porter	Police	207-7579
Christine Patmon	San Antonio Metropolitan Health District	207-8638

MEDIA COMMUNICATIONS

Media Communications:

Media inquiries regarding an interpretation of City policies, lawsuits, personnel matters, a reduction in force; or seeking a quote or comments over the phone, by e-mail, or through an on-camera interview are responsibilities designated for the City Manager, City's Executive Leadership Team, Department Directors or their designee, and Public Information Officers.

It is the responsibility of the Department Directors to make their employees aware of the identity of the designated spokesperson/s for their department.

THE CITY IS NOT OBLIGATED TO MAKE ANY EMPLOYEE AVAILABLE TO THE MEDIA FOR AN INTERVIEW.

Responsibilities of all City Employees who Speak to the Media:

All media inquiries (positive or negative) must be entered into the Media Inquiry System, as it occurs. The following information is required:

1. Date of the media inquiry
2. Topic
3. Department and name of employee responding to the inquiry
4. Name of the media outlet and the reporter

Example:

Date: July 16, 2008

Topic: Fire Chief Charles Hood's first year of service with the City.

The story will air Friday, July 18 on the 10:00 p.m. newscast.

Department: Deborah M. Foster/Fire

Media Carol Fischer/USA Today

When speaking to a reporter, all employees must remember that they represent the City of San Antonio. All conversations should be polite, clear, professional in tone, and free of personal judgments and derogatory remarks.

When taking a message from a reporter for a City spokesperson, please acquire the following information:

1. Name of the reporter
2. Name of the media organization
3. Deadline for the story
4. Topic of the inquiry
5. Any specific question that the reporter would like answered, if the reporter would like to provide one
6. Date and time of the call

Inform the reporter that someone will return the call, as soon as possible. If you have the name of the appropriate employee who will be returning the call, provide it to the reporter.

All media representatives will be afforded the same access. Any information available to members of the media will be provided equally. No reporter or news outlet will be excluded from any media availability.

Media entering a City facility should be asked to check-in at security, the department's Public Information Office or with the Department Director's Office.

When a reporter's questions concerns actions of other departments, City employees should indicate that fact and refer the reporter to the appropriate departments to address their questions. The City employee should then promptly call the affected departments to make staff aware of the reporter's interest.

When a reporter calls, he or she is usually on a deadline. City employees should make every attempt to return calls promptly and make every effort to accommodate a reporter's request.

Despite the pressure of a reporter's deadline, personnel at all levels should not hesitate to say they do not know the answer to a question.

City employees should not speculate, give opinions or provide partial answers.

When a City employee is speaking with a reporter and is uncertain of an answer, he or she should either refer the reporter to someone who has the information or offer to obtain the answer and call the reporter back with the correct information.

Each Department is responsible for tracking negative or misleading information reported by the media and should immediately bring it to the attention of the Director of Communications and Public Affairs, in order to discuss the appropriate corrective action.

All staff should understand that there are three common journalistic conventions:

1. **On the record:** information the reporter can freely report and quote.
2. **Not for attribution:** information the reporter can use, but cannot attribute to a specific individual.
3. **Off the record:** background information the media cannot use unless confirmed by a different source.

When speaking with a reporter, City employees should ALWAYS STAY ON THE RECORD.

During a crisis: An internal Crisis Communications Team will be designated and will provide updates to the media in a timely manner. All City staff will maintain a cooperative and positive attitude with the media during a crisis. Honesty, sensibility, willingness to cooperate and above all, a readiness to provide information when it becomes available is a key function of City staff during a crisis. **SEE SECTION ON CRISIS COMMUNICATIONS.**

Media News Releases:

A copy of all department news releases should be sent by e-mail to the Director of Communications and Public Affairs, Di Galvan and to Senior PIO, Gwen Schuler.

The Department of Communications and Public Affairs will disseminate department news releases to the Mayor and Council and City Executive Leadership Team, upon request to the Director and Senior PIO.

All departments should archive their news releases online and make them available from a link on their department website's front page for two calendar years; current year and previous.

All Department of Communications and Public Affairs and City Council news releases are archived online and available from the front page of the City's website.

Media Request for Coverage:

A Media Request for Coverage is an invitation to the media to cover an event by the City. It provides the topic of the event, speakers, date, time and location.

A copy of all Department Media Request for Coverages should be sent by e-mail to the Director of Communications and Public Affairs, Di Galvan and Senior PIO, Gwen Schuler.

Upon request to the Director and Senior PIO, the Department of Communications and Public Affairs will disseminate the media Request for Coverage to the Mayor and Council and City Executive Leadership Team.

A REQUEST FOR COVERAGE WILL NOT BE ARCHIVED OR POSTED ONLINE.

CRISIS COMMUNICATIONS

Crisis Communications:

This plan will serve as a guideline for City employees to follow in situations including, but not limited to, floods, fires, terrorism, legal actions, an employee accident, and other situations involving the opinion of the media or general public that the City did not react to one of the above-mentioned situations in the appropriate manner.

Crisis Communications Process:

When a potential crisis situation arises, a City employee shall first notify the Department Director, who in turn should notify the designated Executive Leadership Team Leader. The Executive Leadership Team leader will notify the City Manager and the Director of Communications and Public Affairs. A Crisis Communications Team will then be designated by these City staff employees to address the crisis.

Crisis Communications Team:

The Crisis Communications Team will identify what actions should be taken.

The Team will be comprised of individuals who are essential to managing the crisis situation, including at least one Executive Leadership Team member, City Attorney representative, Department Director, Director of Communications and Public Affairs, a manager from the division in charge of the area involved in the crisis situation, and any technical experts or advisors that can assist in providing incident information.

Once the Crisis Communications Team is selected, a list shall be compiled noting team member names and responsibilities, including identifying the City spokesperson for the crisis.

Media Statements:

The Crisis Communications Team will immediately prepare a short statement to provide to the designated spokesperson for distribution to the media. The following individuals should be notified of the public statement, prior to its dissemination: The City's Executive Leadership Team, Mayor and City Council, appropriate Public Information Officers, and employees (if needed).

An example statement would read as follows:

"Facts are still being gathered; however there will be a City news conference before 4:00 p.m. at the Media Briefing Center to provide the most up-to-date information possible."

Media Interview Location:

The Crisis Communications Team will select a location to conduct the media interviews or news conference.

Individuals, such as Public Information Officers, should be designated to escort media during a crisis, if an escort is required. If there are special circumstances that will require the media to be escorted as a safety precaution, they should be advised before the interview or news conference.

All media will be treated equally; what is given to one will be available to all.

Sample News Release:

The first news release should include at a minimum: who, what, when and where regarding the crisis situation (with the exception of information that would violate the Health Insurance Portability and Accountability Act). The City must provide facts gathered from reliable and confirmed sources. There should be a prepared news release that can be disseminated as an initial general response to the media, as follows:

A **(what happened)** at **(location)** involving **(who)** occurred today at **(time)**. The incident is under investigation and more information is forthcoming.

A news release may also include the time for the next news conference or release of information, if it is known.

OPEN RECORDS

Open Records:

Open Records Requests submitted by the media should be processed in accordance with the Texas State Attorney General's Public Information Act.

Assistant City Attorney Helen Valkavich and her Administrative Assistant, Sherissa Quache Stoker should be made aware of any Open Records Request concerning records that are sensitive or confidential or in instances when there are other concerns about releasing certain records to the requestor, by e-mail.

1. Helen Valkavich 207-8992
2. Sherissa Quache Stoker 207-4283

Each department has a designated Open Records Liaison and they are as follows, as of 11/04/08:

Open Records Liaisons:

Name	Department	Phone #
Lisa A. Norwood	Animal Care Services PIO	207-6665
Hugo Vital	Animal Care Services	207-3338
T.C. Broadnax	CMO – (cc)	207-5149
Ronnie Guest	CMO – (cc)	207-2213
Griselda Sanchez	Aviation	207-3558
Amalia “Molly” Gorena-Bullis	Aviation	207-3494
Roland Martinez	Capital Improvements Management Services	207-1011
Monica Hernandez	City Attorney's Office (Public Health)	207-7356
Agatha Wade	City Attorney's Office (TIF, TIRZ)	207-8993
Camila Kunau	City Attorney's Office (TIF, TIRZ, Special Districts)	207-5602

Robert Reyna	City Attorney's Office (SAPD, SAFD)	207-8918
Chuck Weir	City Attorney's Office (SAPD, SAFD)	207-8946
Brian Williams	City Auditor	207-0080
Barry Lipton (cc)	City Auditor	207-6986
Francisco Molina	City Clerk	207-6937
Melinda Lopez-Uriegas	City Clerk (cc)	207-7255
Chris Callanen	City Council	207-7045
Celeste Rodriguez	City Council	207-7041
Catherine Hernandez	City Manager	207-5004
Di Galvan	Communications and Public Affairs	207-7239
Iris De La Garza	Communications and Public Affairs	207-7234
Gwen Schuler	Communications and Public Affairs	207-7349
Teresa Vasquez-Romero	Community Initiatives	207-8761
Patricia Muzquiz Cantor	Convention, Sports & Enter.	207-6556
Kevin Burton	Convention, Sports & Enter.	207-5737
Gloria Scherzinger	Convention, Sports & Enter.	207-8552
Robert V. Salluce	Convention & Visitors Bureau	207-6718
Javier Tamez	Convention & Visitors Bureau	207-6775
Felix Padron	Cultural Affairs	207-6967
Tony Bosmans	Customer Service	207-3311
Colleen Swain	Downtown Operations	207-3677
Kenny Appedole	Downtown Operations (Parking)	207-8266
Paula Stallcup (cc)	Downtown Operations	207-3677

Ed Davis	Economic Dev	207-6567
Betsy Erne	Economic Dev	207-3906
	Economic Dev (City South)	207-7028
Liza C. Meyer	Environmental Policy	207-1449
Troy Elliott	Finance	207-8604
Juanita Carabajal	Finance	207-5023
Letie Wawrzyniak	Finance	207-8648
Noel Horan	Fire	207-8587
Sarah Najmi	Fire	207-7195
Eddie Roel	Fire	207-8082
Bonnie Marks	Fleet Services	207-8381
T.C. Broadnax	Grants Monitoring and Admin	207-6600
Carlos Quiroz	Grants Monitoring and Admin	207-5468
David D. Garza	Housing & Neighborhood	207-5850
Ramon Mendez	Housing & Neighborhood (Neighborhood Action)	207-4084
Barbara Trout	Housing & Neighborhood (Code Compliance)	207-8200
Rosario Neaves	Human Resources	207-2013
Flor D. Garcia	Human Resources (Classification/compensation)	207-8032
Cindy Lacy	Human Resources	207-5154
Nikki Ramos	Human Resources (cc)	207-8352
	Municipal Integrity	
Pricilla Garza	Human Resources (cc)	207-8931
Richard Hernandez	Human Resources (Municipal Integrity)	207-5038

Norma Hemphill	Human Resources (Recruitment, Applications)	207-8012
Charlotte Barrett	Human Resources (Training, Employee Development)	207-8333
	Human Resources (Uniformed, MCSC)	207-8334
Renee Frieda	Human Resources	207-8432
Ella Anaya	Human Resources (Worker's Compensation)	207-7316
Tina Southard	Risk Management (HR)	207-8719
Sally Basurto	Intergovernmental Relations (Grants)	207-7197
Cynthia Silva	International Affairs	207-8190
Hugh Miller	Information Technology Services	207-7907
Yolanda Maldonado	Information Technology Services	207-4361
Kevin Goodwin	Information Technology Services	207-5840
Steven Gaffigan	Information Technology Services	207-0546
Amelia Rowe	Information Technology Services	207-0557
Beth Graham	Library	207-2638
Norma Ramirez	Library	207-2644
Texana Department	Library	207-2514
Main Number	Library	207-2500
Maria Villagomez	Management and Budget	207-8366
Sandra Cesena	Military Affairs	207-2712
Fred Garcia	Municipal Court	207-7711
Gilbert Cardenas	Municipal Court	207-7127
Sabrina Nino	Municipal Court	207-7710

Richard Hernandez	Municipal Integrity (HR)	207-7809
	Municipal Integrity (HR)	207-5038
Molly Lendman	Parks & Recreation	207-6005
	Parks & Recreation	207-8393
Anna T. Galimore	Planning and Development Services	207-8270
Pearl Gamboa	Police (Accident Reports)	207-7087
Jose Moreno	Police (Alarm Permits)	207-8282
Linda Flores	Police (Criminal History- Adult)	207-7605
Sandra Banales	Police (Criminal History- Juvenile)	207-7139
Joel Nelson	Police (911 tapes)	207-7494
Alvaro (Al) Soto	Police (Ground Transportation Unit - GTU)	207-7378
Mariana Reyes	Police (Open Records Request Liaison)	207-7087
April Hernandez	Public Works (Media Contact)	207-8026
Jordan Mergele	Public Works	207-6026
Monica Lopez	Purchasing and General Services	207-8384
Petra Tobar	SAMHD (General)	207-8730
Christine Patmon	SAMHD (Media Contact)	207-8638
Stephen Barscewski	SAMHD (Restaurants, Mobile Food)	207-4079
Samuel V. Torres	SAMHD (Vital Statistics)	207-8755

Departments should make the Director of Communications and Public Affairs aware of any Open Records Request submitted by the media, by e-mail.

Electronic Format of Open Records Request:

The City provides an electronic format of an Open Records Request form that can be accessed by the general public and the media through the front page of the City's website, www.sanantonio.gov.

The link is located on the right side and is entitled: "Request a City Document or Record." It contains the information that Department Open Records Liaisons will collect from a requestor by phone.

NEWSLETTERS

City Employees Newsletter – In the City:

In the City – is the City’s employee newsletter and is produced monthly by the Department of Communications and Public Affairs. The newsletter along with archived issues is distributed through an ALL COSA e-mail. Current and archived issues are also available for view on the COSA Intranet.

A call for articles will be sent to a distribution list two weeks prior to publication and a reminder e-mail will be sent one week prior to the deadline. Photos and articles will be collected and considered for publication.

Articles should be no more than 200 words in length.

The Department encourages the submittal of pictures of employees whether it is at the office, in the field or at a fun event. Accepted for submission are digital pictures taken at the second highest resolution or a 2mb file. City departments may send scanned pictures that are 3”x5” in size with a 300 dpi resolution.

If a department or a staff member has received any awards, promotions, or academic accolades, the Department asks that this information be shared, so that all City employees may celebrate these successes together.

Departments are encouraged to print hard copies of the newsletters for employees who do not have access to computers.

To submit articles or for more information, contact Sonia Canales at 207-7349 or by e-mail at sonia.canales@sanantonio.gov.

In the City Monthly Publication deadlines:

The deadline to submit an entry for ***In the City*** is the third Monday of each month for the distribution of the newsletter on the first Friday of the upcoming month.

City Community Online Newsletter – Dot-gov:

Dot-gov – is the City’s online community newsletter that includes City news, information on upcoming events, City accomplishments and tips. It is produced by the Department of Communications and Public Affairs.

The newsletter is sent out via e-mail on the first business day of each month to a distribution list that includes neighborhood associations, local residents, local media affiliates, City Council offices, the City’s Executive Team (City Manager, Deputy City Managers, Assistant City Managers, Directors and Assistant Directors), and City Public Information Officers.

The newsletter is also available on the front page of the City’s website at www.sanantonio.gov.

Information from various departmental newsletters, press releases and calendars is collected and considered for publication. All articles should not exceed 250 words. Please note that the Department of Communications and Public Affairs reserves the right to edit all submitted materials for *Dot-gov*.

Dot-gov Monthly Publication deadlines:

The deadline to submit an entry for the dot-gov newsletter is the third Friday of each month for the distribution of the newsletter on the first Friday of the upcoming month.

To request more information, contact Tiffany Edmonds-PIO at 207-2098 or by e-mail at tiffany.edmonds@sanantonio.gov.

Department Community Newsletters:

Departments should send Gwen Schuler in the Department of Communications and Public Affairs, by e-mail, a copy of their community newsletter. The department’s community newsletter will be placed online and accessible to the community through the City’s front page.

City Monthly Calendar:

The Department of Communications and Public Affairs produces a Calendar of monthly City-sponsored events.

It is distributed by e-mail on the first day of every month to a subscription list that includes City employees, City Council offices, neighborhood associations, local residents and local media affiliates.

The City Monthly Calendar is available at www.sanantonio.gov on the front page of the City's website, the first day of the month.

Departments can submit City-sponsored events to Rick Garcia-Graphic Designer in the Department of Communications and Public Affairs at rick.garcia@sanantonio.gov or call 207-3911.

City Monthly Calendar Submission Deadlines:

The deadline to submit an entry for the City Monthly Calendar is the third Wednesday of each month for the distribution of the Calendar on the first day of the upcoming month.

ELECTRONIC COMMUNICATIONS

City Website:

The front page of the City's website is maintained by the Department of Communications and Public Affairs and changes to the content or design of the front page must be authorized by the Department.

The City's website is designed in coordination with the Information Technology Services Department. All departments must acquire approval to change, modify or enhance the department's website design from the Department of Communications and Public Affairs and the Department of Information Technology Services.

Each department is responsible for maintaining current information on its website, and for any necessary changes. Approval to update content on a department website is not needed.

Intranet:

All submissions to the Intranet must first be approved by the department's director.

Intranet posting requests for the City's Intranet site should be submitted by e-mail to Gwen Schuler-Senior PIO in the Department of Communications and Public Affairs.

Only the Department of Communications and Public Affairs will have the authorization to post information on the Intranet, with the assistance of Information Technology Services Department.

The Director of Communications and Public Affairs will make the final determination on whether the request is within the Communication Policy guidelines:

Information posted on the Intranet should be that which is relevant to the majority of City employees.

Information posted on the Intranet must conform to COSA policies on the Acceptable Use of Information Technology, (see A.D. 7.5).

The Intranet site is intended for the following types of information, including but not limited to:

1. Changes to employee benefits or any Human Resources-related information applicable to employees
2. New and existing Administrative Directives and ethics Policies.
3. City employee training
4. Wellness programs available to employees
5. Information regarding department programs
6. City e-forms
7. Employee surveys and results
8. The Annual Report
9. Telecommuting and mobile worker information and links
Information Technology Services Department Help Desk information
10. Emergency and routine communications about events that affect workplaces and schedules

Each department is responsible for submitting current and accurate information to the Department of Communications and Public Affairs for the purpose of posting on the Intranet.

Each department is responsible for making the Department of Communications and Public Affairs aware of outdated department information that should be removed from the Intranet.

Intranet Bulletin Board:

All submissions to the employee Intranet Bulletin Board must first be approved by the department's director.

Intranet Bulletin Board requests should be submitted by e-mail to the Director or a Public Information Officer of the Department of Communications and Public Affairs.

The Director of Communications and Public Affairs will make the final determination on whether the request is within the policy guidelines. Bulletin Boards may not include:

1. Bulletins cannot be political in nature or directed at a small group of employees.
2. Bulletins advertising fundraisers will not be approved.
3. The Bulletin Board is reserved for the following:
 - a. Changes to employee benefits or any Human Resources-related information applicable to employees (new
 - b. Administrative Directives)
 - c. Matters that affect a large population of employees
 - d. Emergency situations, such as flooding or a freeze
 - e. Promotion of City sponsored and co-sponsored events inviting all employees to participate such as:
4. City employee blood drives
5. City employee run/walks
6. City Wellness program
7. City Graffiti Wipeout program
8. City VITA program
 - a. Discounts specifically designed for City employees

ALL COSA E-mail System:

Anyone with a City e-mail address is included in the ALL COSA E-mail System.

ALL COSA e-mails must first be approved by the department director.

ALL COSA e-mail requests should be submitted by e-mail to the Director or a Public Information Officer of Department of Communications and Public Affairs. This does not include Department of Information Technology Services ALL COSA e-mails regarding security alerts or notices of system maintenance of outages or Police Department, Fire Department and Office of Emergency Management safety emergency messages.

The Director of Communications and Public Affairs will make the final determination on whether the request for the ALL COSA e-mail is within the policy guidelines:

1. ALL COSA e-mails cannot be political or religious in nature or directed at a small group of employees.
2. Requests for All-COSA notices advertising fundraisers will not be approved.

The ALL COSA e-mail system is reserved for the following:

1. Changes to employee benefits or any Human Resources-related information applicable to employees
2. Matters that affect a large population of employees
3. Emergency situations, such as flooding or a freeze
4. Promotion of City sponsored events inviting all employees to participate:
 - City employee blood drives
 - City employee run/walks
 - City Wellness program
 - City Graffiti Wipeout
 - City VITA program
5. Air Quality Alerts

CITY CO-SPONSORED EVENTS WILL BE DECIDED ON A CASE BY CASE BASIS.

Employee E-mail Signatures:

All employees' signatures may only have the following information and in this order:

1. Name
2. Title
3. Department
4. Department physical address, if applicable (not required)
5. Phone number
6. E-mail address
7. A department logo, if applicable (not required)

8. City seal (not required)
9. Department motto, if applicable (not required)
10. Department Mission Statement or Values, if applicable (not required)
11. Confidentiality Notice, if applicable (not required)
12. Department promotional message of a City service, survey, event or advocacy statement related to the department's mission or philosophy (i.e. "Now is the time to get your flu shot" or Complete a customer satisfaction survey online at www.sanantonio.gov), if applicable (not required)

THE E-MAIL SIGNATURE MAY NOT INCLUDE ANY MESSAGE THAT IS RELIGIOUS OR POLITICAL IN NATURE OR OTHERWISE IN VIOLATION OF CITY POLICIES.

Employee Microsoft Outlook "Out of Office" Message:

Microsoft Outlook "Out of Office" tool should be activated during any absence where the employee will not be regularly checking and responding to e-mail. Such as in the following circumstances, however not limited to:

1. Vacation
2. Personal leave
3. Medical leave
4. Holidays

Department supervisors are responsible for requesting that the Department of Information Services Technology activate the "Out of Office" Microsoft Outlook feature for employees that are unexpectedly placed on leave.

The information provided on the "Out of Office" message, should include:

1. Expected time or day of return
2. The contact information of someone else that might be able to assist
3. Method by which to reach you, if possible

City Hall “On-Hold” Messages:

The Department of Communications and Public Affairs manages and updates the on-hold phone messages for City Hall, City Hall Annex, Municipal Plaza, Plaza de Armas, City offices at Frost Bank Tower and Riverview Towers. The messages promote City department events, programs and services.

Please use the following guidelines and procedures when submitting messages for the on-hold messaging system, managed by the Department of Communications and Public Affairs:

1. Time your messages (messages should not be more than 30 seconds long and 45 to 50 words).
2. When submitting messages, to be placed in the on-hold messaging system, please format them in the following manner:
 - Name of the department
 - Name of the employee submitting the message
 - Phone number and e-mail of employee submitting the message
 - Desired date/time frame of rotation (if the message is evergreen, please indicate how many months message is to be rotated.)
 - Message (reminder: no more than 30 seconds long.)
3. Timeline for submitting messages:
 - Communications and Public Affairs staff will send out a reminder on the 3rd Monday of each month, two months before the desired rotation.
 - Deadline for submitting messages is the end of the business day on the 1st of each month prior to the desired rotation. If the 1st of the month falls on a weekend, the deadline will be the first Monday following the 1st of the month.

Example:

- You would like your message to rotate in June.
- Communications and Public Affairs staff will send out a reminder e-mail on April 21 (3rd Monday, two months prior to desired rotation).

- Your deadline to submit your on-hold message will be May 1 (the 1st day of the month, one month prior to desired rotation).
 - Message is produced.
 - Message is placed into rotation the first week in June and will rotate throughout the month of June.
4. All messages submitted will be considered for rotation. Because of the volume of submissions, message rotation is not guaranteed. No more than 10 messages per month will be rotated.
 5. So that all departments have an opportunity to promote their services, campaigns and events, departments will be limited to a rotation of two different messages per quarter.
 6. For more information on how to request a City Hall on-hold message, contact Sonia M. Canales at 207-7349 or sonia.canales@sanantonio.gov.

Writing a Department Audio Script:

1. The goal is to captivate your department's listening audience. Each and every message needs to be short, clear, concise and simple, yet powerful in content.
2. The spots should grab the listener's attention within seconds.
3. Consider the purpose of producing a voice message:
 - To increase service
 - To inform and educate the public
 - To enhance your customer satisfaction
 - To entertain and engage your customer
4. Determine a purpose for the message and stick to one topic/theme per message.
5. Keep your department's target audience in mind and use appropriate tone and style; a conversational tone is best for these types of messages.
6. Keep scripts short, concise and positive. Use short sentences to grab the listener's attention quickly because there is a limited amount of time to share the information.
7. Write in the active voice, not the passive voice.

8. Use nouns and verbs to paint a picture.
9. Focus on the benefits, not the features.
10. Portray a consistent image, matching the personality or brand image for your department.
11. Mention a web site, phone number or other call to action if appropriate.
12. Check “the sound” of your department’s message. A script may look great on paper but when read aloud, may not flow smoothly. Remember to read your department’s messages **out loud** before submitting.

Examples:

Use these examples to promote your department, services and upcoming events.

Estimated time - :30 seconds/52 words -

Because we know you live a busy life, the City has three Community Link Service Centers to conveniently serve you. Pay traffic tickets, buy garage sale permits, obtain pet permits, and much more. For a complete list of locations, visit San Antonio dot gov or call 3-1-1 for a customer service representative.

Estimated time - :25 seconds/27 words -

Do you have questions about starting a business? The Economic Development Department’s Small Business Outreach Division can assist you. Contact the First Point Information Center at 207-3900.

Estimated time: 15 seconds/42 words -

Looking for fun activities for the family? Visit the Houston Street Fair and Market the fourth Saturday of each month and enjoy free parking at the St. Mary’s Street Parking Garage. For more information, visit [www dot Houston street fair dot com](http://www.houstonstreetfair.com).

Employee Voice Mail Messages:

Employees should record a phone voice mail message that should provide the caller with a friendly greeting, an invitation to leave a message and an alternate extension where the caller can get immediate assistance, if needed.

Example:

“Hello you have reached the office of Di Galvan, Director of Communications and Public Affairs. I am either on the other line or away from my office. Please leave a message for me and I will get back to you, as soon as I can. If you are with the media and on a deadline, please contact Senior PIO Gwen Schuler at 207-4494. Thank you for calling.”

EMPLOYEE BUSINESS CARDS

Business Card Example:

The following information is an example of what is allowed on the **front side** of a City employee business card:

City of San Antonio
Communications and Public Affairs Department



Di Galvan
Director

City Hall	Office	(210) 207-7234
P.O. Box 839966	Fax	(210) 207-7237
San Antonio, TX. 78283-3966	Cell	(210) 000-0000
	Pager	(210) 000-0000

di.galvan@sanantonio.gov

All City employees shall use a black City seal on business cards with the exception of the Executive Team (City Manager, Deputy City Managers, Assistant City Managers, Directors and Assistant Directors), which may use a gold City seal.

City employees can place any of the following on the back side of a City business card:

1. Department's motto
2. Department's logo
3. Department's mission statement
4. Department's values
5. Information regarding a specific department program.

This applies to ordering of new business cards, only. Employees should use their current inventory of business cards before ordering new cards.

Business Card Orders:

1. Business card orders shall be submitted to the Central Services Print Shop Supervisor for processing, City employees are encouraged to submit their business card work orders electronically by accessing Central Services web site.
2. Central Services will notify the requesting department head or designee upon completion of business card order.
3. Once the business cards have been received by the requesting department, Central Services will prepare and upload work orders/invoices for payment into SAP using the corresponding cost center number provided by department head or designee.
4. In the event that an incorrect cost center is provided, Central Services will charge the cost of the business card order to the respective Director's Office cost center. This procedure for payment will take place at the end of each month.
5. A copy of the fully completed work order will be returned to the requesting department, once processed, via bin mail at the end of each month.

EMPLOYEE EMERGENCY INFORMATION

Weather Emergency Website information:

In a weather emergency, such as flooding or a freeze, the City Manager will direct the Department of Communications and Public Affairs to publish the employee emergency information on the front page of the City's website at www.sanantonio.gov. Employees will be able to obtain a message explaining any changes to the regular business schedule during a weather emergency.

Weather Emergency Employee Phone Line:

In a weather emergency, such as flooding or a freeze, the City Manager will direct the City's Emergency Management Coordinator to activate the employee HOTLINE 207-2255 (207-CALL). Employees will be able to obtain a message explaining any changes to the regular business schedule during a weather emergency.

Link to Administrative Directive 4.60 Inclement Weather

<http://cosaweb/hr/ads/AD4-60%20Inclement%20Weather.pdf>

City Employee Emergency Media information:

In an emergency, such as flooding or a freeze, the City Manager will direct the Department of Communications and Public Affairs to publish the employee emergency phone line 207-2255 to the media through a news release, as well as to notify the media of any changes to the regular business schedule during an emergency.

**REPORT FRAUD, WASTE, AND ABUSE
ANONYMOUSLY**

REPORT FRAUD, WASTE, AND ABUSE ANONYMOUSLY:

City employees can report fraud, waste and abuse anonymously by Phone, U.S. Postal Service, Fax or E-mail as outlined in Administrative Directive 1.75 Fraud, Waste and Abuse Policy.

Phone:

1. (210) 207-7103
2. Fraud Hotline - (210) 207-CLUE (2583)

Employees may call 24 hours a day, seven days a week. An investigator will answer the message between the hours of 7:45 a.m. and 4:30 p.m. After hours, an answering machine will take the call.

U.S. Postal Service:

Office of Municipal Integrity
Attention: Richard A. Hernandez
800 Dolorosa, Suite 115
San Antonio, Texas 78207

FAX:

Office of Municipal Integrity
Attention: Richard A. Hernandez
(210) 207-5028

E-mail:

Richard.A.Hernandez@sanantonio.gov

CITY GOVERNMENT ACCESS CHANNEL



City Government Access Channel – TVSA-21:

Departments may produce a thirty-minute department program to air on TVSA-21 by coordinating a taping date and time with Olga Pena Wurts/Audio Video (AV) Technician at 207-7191 or 207-7236.

Departments can produce a program for TVSA-21 at no charge.

Each department is responsible for the accuracy of the program content.

All City employees must adhere to the City's **TVSA-21 Policy**:

INTRODUCTION:

TVSA-21 is a government access channel operated by the City of San Antonio and managed/operated by the Department of Communications and Public Affairs for the purpose of airing government television programming. Managing and operating includes the production, acquisition and scheduling of programs on the channel. The Department of Communications and Public Affairs also provides assistance to City personnel, as well as the Office of the Mayor and City Council in using the channel to communicate and make local government accessible to the residents of San Antonio.

OBJECTIVES:

TVSA-21 provides a variety of information about government, its programs, services and concerns. Specific objectives include:

1. Providing information about programs and services offered by City of San Antonio departments and City of San Antonio government-supported agencies (at the discretion of the City of San Antonio).
2. Providing information discussed by the City's governing body; San Antonio Mayor and City Council.

3. Expanding resident's awareness of government and its decision-making processes by exposing them to live and delayed broadcast government meetings and civic events.
4. Enhancing existing public information materials by using the government access channel as a public information tool.
5. Providing and distributing programming of interest to residents that will inform, educate and enlighten, as well as encourage participation in government services, activities and decision-making.
6. Increasing the cost effectiveness of service delivery by City departments and agencies.
7. Enhancing the quality of life in San Antonio through programming that contributes to making the City of San Antonio a better place to live.
8. Providing programming and operations that meet ethical, professional and broadcast quality standards.

PROGRAMMING PRIORITIES:

In order to provide educational and informative programming to residents about local government, utilize TVSA-21 staff and equipment resources efficiently and provide twenty-four hours of daily programming, the following priorities have been established:

1. In the event of an emergency, TVSA-21 will be available as needed and emergency information shall have priority over all other programming. The Communications and Public Affairs Department will work with the City Emergency Management Coordinator to coordinate the use and programming of the channel during emergencies.
2. Coverage of live and delayed government agency meetings.

3. Meetings and programs sponsored by regional, state and federal agencies dealing with topics pertaining to the City of San Antonio and of general interest.
4. The dissemination of information generated by the programs, services and function of City departments and other non-educational governmental agencies.
5. Coverage of programs, forums and conferences on issues directly affecting the residents of San Antonio, conducted by governmental agencies.
6. Recurring programs and information series or one-time special or non-regular informational programs.
7. Public Service Announcements, approved by the Department of Communications and Public Affairs.
8. An interactive bulletin board service giving printed information on government events and services when other programs are not being aired.
9. City traffic conditions through the use of TransGuide.

POLICY FRAMEWORK:

TVSA-21-the Government Channel shall be guided by the following policies:

1. **NON-EDITORIAL:** The channel shall provide direct, non-editorial information concerning the operations, services and deliberations of government to the residents of San Antonio.
2. **NON-POLITICAL:** The channel may not be used to communicate support or opposition to a candidate for nomination or election to a public office or an office of a political party, a political party, a public officer, or to communicate support or opposition to a ballot measure (i.e., bond election, charter amendment, etc.). However, the channel may be used to communicate information that factually describes the

purposes of a measure if the communication does not advocate passage or defeat of the measure. This provision also does not preclude the airing of non-partisan programs sponsored by a neutral third party designed to inform the residents of election issues and candidates.

Declared candidates for any elective office and persons advocating any cause, viewpoint or proposed policy of a partisan nature will not be eligible to appear on the channel 120 days prior to an election or unless they appear in a forum in which all other candidates or sides of an issue are provided an opportunity to participate in the forum.

For purposes of this policy, a person is considered to be a declared candidate based upon the definition of candidacy that is found in Title 15, Section 251.001 of the Texas Elections Code. That Section states that:

1. "Candidate" means a person who knowingly and willingly takes affirmative action for the purpose of gaining nomination or election to public office or for the purpose of satisfying financial obligations incurred by the person in connection with the campaign for nomination or election. Examples of affirmative action include:
 - the filing of a campaign treasurer appointment;
 - the filing of an application for a place on the ballot;
 - the filing of an application for nomination by convention;
 - the filing of a declaration of intent to become an independent candidate or a declaration of write-in candidacy;
 - the making of a public announcement of a definite intent to run for public office in a particular election, regardless of whether the specific office is mentioned in the announcement;
 - before a public announcement of intent, the making of a statement of definite intent to run for public office and the soliciting of support by letter or other mode of communication;
 - the soliciting or accepting of a campaign contribution or the making of a campaign expenditure; and

- the seeking of the nomination of an executive committee of a political party to fill a vacancy.

This policy does not apply to officials who receive incidental air time as part of a public event being aired on the channel, acting as part of their regular duties.

NEUTRALITY: In any programming concerning subjects that may be interpreted to be materially controversial, the channel may only provide neutral, unbiased information. Requests for presentation of an opposing viewpoint during a legislative meeting will be directed to the appropriate agency for action on their agenda.

NON-COMMERCIAL: The channel will not air paid advertising or any program that depicts a product, business and/or service that has the purpose of benefiting a profit-making enterprise.

No underwriting or sponsorship verbal announcement shall be given to any individual or organization that provides financial or other resources for the production of airing programs on the channel. However, an acknowledgment, if appropriate, will be given during the credit portion at the end of the program being aired.

The “credits” shall be limited to the names of the personnel that have worked on the production. The credits will not advertise the location used to produce the production unless authorized by TVSA-21 management.

An acknowledgement might be given to the use of a production location, if appropriate, with the approval of TVSA-21 management.

NON-DISCRIMINATORY: The channel shall not discriminate in the delivery of its services on the basis of race, color, creed, national origination, sex, sexual orientation or physical ability.

NON-SECTARIAN PROGRAMMING: The channel will not air any programming that exposes or promotes any particular religious group or belief.

LIVE COVERAGE: The channel will give priority to live coverage of meetings, hearings and events and will schedule replays to encourage access by residents at convenient times.

ALLOCATION OF RESOURCES: Scheduling of production personnel and airtime will be governed by the priorities set forth in Section III of this Policy and at the discretion of the TVSA-21 management.

The TVSA-21 logo will be the only embedded “bug (call letters or channel logo)” on any program aired on the Government Access Channel.

All Channel ID’s, silent or audible, will be limited to that of identifying TVSA-21.

EXTERNAL PROGRAMMING REQUESTS: At the City’s discretion, City-owned governmental agencies will be allowed to air programs on the Government Access Channel.

PRODUCTION POLICIES:

Resource allocation: Scheduling of production personnel and equipment shall be managed according to the priorities established in Section III of this Policy and at the discretion of the TVSA-21 management. Given limited staff and technical resources available, TVSA-21 cannot operate like a commercial station. It is the responsibility of the TVSA-21 management to schedule TVSA-21 staff and resources.

Audio and video production by TVSA-21 staff shall be available primarily to City of San Antonio departments/divisions.

Responsibility for the content of any programming produced by TVSA-21 for any City department, Office of the Mayor or Council District lies solely with the initiating department, Office or District. Department directors, Office of the Mayor and Council members shall be required to approve programs and production requests relating to their departments, Office and Districts. TVSA-21 shall have the right to edit copy without changing content if such copy does not meet

professional journalistic and broadcast standards. Copy-editing shall be performed in a collaborative spirit with the client.

PROGRAMMING RESTRICTIONS:

TVSA-21 will not air programming containing:

Any obscene material.

Any material which violates Federal, State or Local law.

A lottery as defined by the Federal Communication Commission regulations or any advertisement of or information concerning a lottery.

COPYRIGHT OF PROGRAMS:

Programs containing copyrighted materials will be used only if copyright clearance has been obtained. The ownership and copyright for any program produced by the City of San Antonio shall be held by the City.

Any unauthorized reproduction, distribution or exhibition of TVSA-21 copyrighted material, in any medium or form, is strictly prohibited and may subject the offender to civil liability and criminal penalties (Title 17, United States Code, Sections 501 and 506).

The City of San Antonio expressly forbids the use of any of its TVSA-21 programming or materials in political campaigns or political advertising of any sort.

DISPOSITION OF MEETING TAPES:

The original tape of each Council meeting may be maintained by TVSA-21 for production purposes.

Both master tapes and copies will be copyrighted in the name of TVSA-21 to prevent unauthorized taping or use of the program.

The City will provide a copy of any TVSA-21 program for the cost determined by the Texas Building and Procurement Commission. The Communications Division will accept a check or money order. Checks or money-orders should be made payable to the "City of San Antonio." Credit cards or cash payments will not be accepted.

AUTHORITY

TVSA-21 Management has the discretion to interpret this Policy and enforce guidelines and procedures.

TVSA-21 Bulletins:

Departments can submit a request to air a bulletin on TVSA-21 as often as needed; however, the information is limited to City or Council sponsored events or services.

TVSA-21 notices are another tool that may be used to promote City programs, services or events. Creating eye-catching notices that include text as well as simple graphics, logos, maps, etc. can help increase awareness of your programs and services. Notices may be created using PowerPoint or Adobe Photoshop. **All requests for notices must be submitted in one of these formats.**

TVSA-21 Bulletins Created in PowerPoint:

Open a standard PowerPoint file (sized 10 X 7.5 in.).

Create a short, attention-grabbing headline for the notice: such as "**Holiday safety**", "**Birth certificates**", or "**Public meeting**". A minimum point size of 48 points should be used.

In the explanation or body of the notice, keep it short -- simplify and summarize; try not to exceed 30 words. A minimum point size of 30 points should be used. Type that is sized at 36 points is good for most text.

Use the following, easy-to-read fonts: Impact, Arial, Arial Black, Tahoma or any sans-serif font that is universally acceptable. Text that is difficult to read in print will only be harder to read on a TV screen. Consider bolding the text and **avoid italics and print that is solely in capital letters.**

Pick a background color that is easy on the eyes and that is a good contrast for your text color. Use a background fill effect for a more appealing appearance.

Look for an opportunity to insert a graphic that corresponds with your text. Visual aids will attract viewers to your message and make it easier to understand.

Try to keep at least a one-inch margin of space on each side. Different television screens may cut off edges of your notice.

E-mail your file to Gwen Schuler at gwen.schuler@sanantonio.gov. Please indicate what date is desired for the notice to begin and what date it should end. The notice may be edited if necessary and then will be saved as a jpeg file before placement on TVSA-21.



Notices created in Photoshop:



Create a jpeg file sized 640 pixels by 480 pixels and 72 dpi.

Follow the same rules as above: create concise, informative headlines, make it easy to read, pick attractive colors, and insert graphics when possible.

The bulletin request should be sent by e-mail to the Director of Communications and Public Affairs or to a Communications and Public Affairs Public Information Officer (Gwen Schuler, Sonia Canales or Tiffany Edmonds). Include with the request, the start date to air the bulletin and the end date to air the bulletin. E-mail the jpeg file to Gwen Schuler at gwen.schuler@sanantonio.gov. Remember to include dates to begin and end notice.

CITY COUNCIL PRESENTATIONS

City Council Agenda Item Presentations:

Departments must send PowerPoint presentations to Gwen Schuler, Senior PIO (207-4494) for review, no later than the Tuesday before each City Council B-Session and the Wednesday before the Council meeting.

Department Agenda Coordinators should contact Gwen Schuler if the department will be late with a Council presentation.

The City's Communications and Public Affairs Department has developed the guidelines below for departments to follow to ensure their B-Session and City Council presentations are compatible with AV equipment in the Municipal Plaza B-Room and the Council Chamber.

City Council B-Session Presentations:

Departments may submit their Council B-Session PowerPoint presentations via e-mail, USB flash drive, on CD or DVD. Presentations should be submitted to Gwen Schuler at gwen.schuler@sanantonio.gov no later than 2:00 p.m. on the Tuesday prior to B-Session.

City Council Meeting Presentations:

Departments may submit their City Council PowerPoint presentations via e-mail, USB flash drive, on CD or DVD. Presentations should be submitted to Gwen Schuler at gwen.schuler@sanantonio.gov no later than 11:00 a.m. on the Wednesday prior to the City Council meeting.

Departments will receive confirmation that their presentation file has been received.

Departments will be contacted as soon as possible if there are formatting issues (e.g. - the use of transition and animation between slides) with presentations.

Videos:

If your department has a CD or DVD to accompany a B-Session presentation, it should be submitted by 2 p.m. on the Tuesday prior to the meeting and by 11:00 a.m. on the Wednesday prior to the City Council meeting for a Council presentation. AV staff will preview the CD/DVD to check broadcast quality and compatibility with the existing system. You will be notified if the video is not compatible.

All audio visual materials submitted must have a label noting the department, a contact person and phone number.

Maps/Large Displays:

Should your department have a large map or oversized chart that will accompany your presentation, please notify Communications and Public Affairs when your presentation file is submitted. This will allow AV staff time to determine placement to best display the document on camera.

Departments must provide any department director and assistant director changes to Gwen Schuler for the purpose of building lower third name graphics to air on TVSA-21 (City Council meetings).

Departments should provide accurate Council Agenda Item captions in the RFCA system for the purpose of building lower third captions to air on TVSA-21 (City Council meetings).

Any questions regarding the Request for Council Agenda system should be directed to Catherine J. Hernandez in the Office of the City Manager at 207-5085.

USE OF CITY BIN MAIL SERVICE

Bin Mail System - Purchasing & General Services:

Central Stores is committed to providing outstanding customer service while providing efficient, convenient, and cost effective mail service for the City of San Antonio.

Interdepartmental Bin Mail -

Mail Services Technicians sort, pick-up, and deliver interdepartmental and US mail twice daily to the various City departments who utilize this service. We have a designated AM and PM route schedule that is followed daily.

Service is provided to all City departments with the exception of Animal Care Services, Aviation, and Solid Waste, they have personnel who come to the Central Stores office to pick up their mail twice a day.

This service is intended for City business only, for further clarification in reference to purpose, responsibility, policy, and procedures of Interdepartmental mail communications, please refer to A.D. 4.32.

U.S. Mail -

The mail is picked up at the U.S. Postal Service Station every morning and brought back for sorting and distribution.

Mail Services Technicians deliver all out going first class and metered mail to the U.S. Postal Service Station once per day.

U.S. Postage -

In order to properly track expenses, departments requesting postage must provide the fund center to be charged (bar coded label). Departments are billed for U.S. postage monthly.

If you have any questions regarding our bin mail procedures, please contact Guillermo Castoreno at 207-8441.

USE OF CITY SEAL

Use of City Seal:

The City seal may be used by City employees for the following:

1. Department websites
2. Department letterhead
3. Handouts for City training sessions
4. City Brochures
5. City presentations (PowerPoint, etc.)
6. City uniforms and City issued articles of clothing (polo shirts, etc.)
7. Department business cards
8. Department fax sheets
9. Department news releases/request for coverage
10. Department TVSA-21 programs
11. TVSA-21 bulletins
12. City sponsored events

The use of the City seal for City co-sponsored events must be authorized by calling Di Galvan, Director of Communications and Public Affairs at 207-7239.

USE OF CITY HALL STEPS

Use of City Hall Steps:

As a public forum the use of the City Hall steps are available for use on a first-come, first-served basis to the departments and the general public. However, no use of the City Hall steps shall block ingress and egress to City Hall.

If a department plans to conduct a news conferences or event on the steps of City Hall, they must notify Monica Aguilar in the Office of the City Manager and Angelita DeLeon in the Department of Communications and Public Affairs by e-mail. **This notification DOES NOT reserve the use of the steps; however it helps to establish the order of events, if two users show up at the same time to use the steps for a news conference or event.**

Upon receipt of the notification and for information purposes, Monica Aguilar will note the event in the City's Calendar and make security aware of the City news conference or event.

The City will not provide AV support or electricity to non-City related news conferences.

The public will not be allowed to hang up banners on the exterior walls of City Hall. Only stand-alone banners are permissible for the general public.

1. Javier Vasquez - 207-7080
2. Iris De La Garza - 207-7234