

<b>GUAM POWER AUTHORITY</b> Standard Operating Procedure	* No. SOP-054 *	Issued: 03/19/90 <i>[Signature]</i>
Title: RELEASE OF INFORMATION TO MEDIA AND GENERAL PUBLIC	Prepared By: PATRICIA L. DIEGO Communication's Manager  Approved By: <i>[Signature]</i> JOHN M. BENAVENTE, Gen. Mgr.	
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### Purpose and Scope:

To provide procedure and a standard operating policy (S.O.P.) for cooperation with the news media in providing Guam Power Authority information and statements on matters of public interest.

This S.O.P. applies to all personnel and organizations within GPA unless otherwise stipulated elsewhere.

#### I. PURPOSE

To establish policy and procedure governing the dissemination of information to the various media, the general public or outside individuals or groups.

#### II. OBJECTIVE

- A. To provide viable and flexible guidelines in the suitability of information to be released to the media.
- B. To establish and maintain a good and close working relationship between the Guam Power Authority and the news media network.

#### III. GENERAL POLICY

##### A. General Responsibility

The Guam Power Authority is an autonomous government agency with a mission of providing reliable electrical service, as economically as possible, to the people of Guam. The community can learn most quickly via the media, of the activities and operations of GPA.

**A. General Responsibility (cont'd)**

The media can provide an excellent resource for GPA to reach the greatest number of people in the shortest possible time, to provide advice and directions to the community in any public emergency, or to inform the public of various Authority problems and objectives and to gain public acceptance and cooperation for those objectives. Guam Power Authority is committed to informing the community and the news media of events within the public domain which are handled by or involve the Authority in a timely manner. The basis of the relationship that should exist between GPA and representatives of the media should be one based on a genuine spirit of mutual cooperation and respect. GPA should freely and openly provide all legitimate news items to the media and GPA should expect in return a fair representation of the facts.

**B. Media initiated contact with Guam Power Authority**

The media, being duly informed of the Authority's designated Public Information Officer or spokesperson, is responsible for, and will be expected to make contact with and collect information from that designated individual.

**C. GPA initiated contact with Media Representatives**

It shall be the responsibility of the Communications Manager to serve as the official spokesperson of the Guam Power Authority in releasing news information on the Authority and in conducting and maintaining an active liaison with the news media. When the Communications Manager is not available to release news information, the responsibility reverts back to the General Manager of the Authority.

**IV. RELEASE OF INFORMATION****A. Responsibilities****1. General Manager:**

Ultimately, the General Manager maintains the fundamental responsibility for the release and dissemination of GPA information to the media and may delegate such responsibility to the Communications Manager/Public Information Office staff or to other delegated members of the Authority who will coordinate with the Communications Manager. No statements regarding Authority policies, procedures, regulations, personnel matters, or official positions or news on any matter shall be made without the express authorization of the General Manager. Copies of reports, records or other official Authority documents shall not be released to the news media, unless authorized by the General Manager.

**2. Communications Manager/Public Information Office Staff:**

The function of the Communications Manager/Public Information Office Staff is to serve as the official spokesperson(s) of the Authority in releasing news information about GPA and of mutual concern to the press and GPA. The Communications/Public Information Office will be the centralized office for the dissemination of all GPA information to the news media. They shall:

- a) coordinate and provide liaison between GPA and the news media.
- b) act as the GPA spokesperson for major events, stating GPA policy and responding to other administrative requests from the general public and the media.
- c) prepare, review, coordinate and disseminate such informational and institutional advertising materials as he/she deems appropriate.
- d) receive, research, coordinate and answer complaints, petitions, or other comments and opinions made by outside individuals or groups about the activities or operations of GPA.

2. Communications Manager/Public Information Office Staff: (cont'd)

- e) receive, research, coordinate and answer queries for information from outside individuals or groups.

3. Division and Department Heads:

May within their authority, and at their own discretion, communicate directly with outside individuals or groups, providing such conduct is not represented as an "official Authority position" and should not adversely reflect on the activities or operations of GPA. When in doubt, such communications are to be approved through consultation with the Communications Manager/Public Information Office.

B. Policy and Procedures

1. The Communications Manager or appointed Public Information Office staff will respond to legitimate inquiries for information from the news media about GPA. If there is any question as to whether such "information" should be divulged, these inquiries are to be discussed with and approved by the General Manager prior to release.
2. No favoritism will be demonstrated in releasing news items to any news organizations. Newspaper, radio and television representatives shall be provided equal opportunity to receive and obtain all legitimate GPA related news. However, this does not prevent a reporter from developing an individual story or a feature article on his/her own initiative. These stories or feature articles exclusively developed by individual reporters are not to be released to other news agencies.
3. On an on-going basis, official press releases shall be prepared by the Public Information Office, concerning significant GPA related information. Press releases shall be available at the Public Information Office and shall be distributed to all local news media.

**B. Policy and Procedures (cont'd)**

4. The Public Information Office will be responsible for arranging and assisting with press conferences for major GPA events or emergencies.
5. Communications with the news media for the purpose of advertising for bids may be released directly by the Manager, Supply & Transportation.
6. Communications with the news media for the purpose of advertising for personnel may be released directly by the Administrator, Personnel Services.
7. Communications with vendors and others in the normal course of business may be made directly by the Division or Department Heads involved.
8. Employees are encouraged to prepare professional articles and materials for publication; however, prior to the release of any article or material which identifies an individual as an employee of the Guam Power Authority, specific authorization must be obtained from the General Manager via the Communications Manager/Public Information Office.

**V. MEDIA ACCESS TO GPA OPERATIONS, ACTIVITIES OR FACILITIES****A. Authorization**

Authorization to gain access to GPA operations, activities or facilities may be granted to news reporters from newspapers, news services, news magazines and radio and television personnel which are responsible for legitimate and current news dissemination on Guam. News media representatives seeking entry to or appearance at any GPA operations, activities or facilities must make their request and receive clearance from the General Manager via the Public Information Office. In all cases, media representatives granted entry to GPA's premises, operations, activities and facilities will be escorted by the Communications Manager or Public Information Office staff or a designated GPA official for the duration of their visit.

**B. Photographs**

News media representatives may photograph or report anything they observe when authorized and legally present in an area or in public places. Photographs pertinent to GPA related matters or GPA employees may be released or authorized in response to a request by news media representatives, by the Communications Manager and/or the General Manager.

Under no circumstances, except for official work-related business, shall GPA's bucket trucks or other heavy equipment be utilized by non-GPA employees, not even media representatives. Official related work will be performed by certified GPA work section personnel and approved by the General Manager. Absolutely no other private individuals or commercial enterprise representatives shall be allowed to ride in or upon GPA's bucket trucks or heavy equipment except to perform official GPA required or Gov Guam-related official business.

**C. Resolution of Problems**

In the event a problem or conflict should arise between GPA and any media representative, the employer of the media representative will be notified so that GPA and the employer can work towards a mutually accepted problem resolution in keeping with the respective responsibilities of GPA and the news media.