

**BEFORE THE BOARD OF SUPERVISORS OF THE  
COUNTY OF YUBA, STATE OF CALIFORNIA**

**RESOLUTION ADDING M-1 GENERAL COMMUNICATIONS )  
POLICY TO THE YUBA COUNTY ADMINISTRATIVE )  
POLICY AND PROCEDURES MANUAL )**

**RESOLUTION NO.** 2022-257

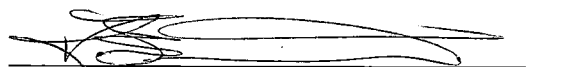
*WHEREAS*, the purpose of an administrative manual is to provide guidelines for county staff and leadership in procedural matters affecting all county departments; and

*WHEREAS*, the current administrative policy and procedures manual should be updated periodically to reflect changes in Board policy and current administrative practice.

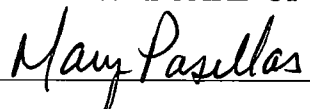
*NOW, THEREFORE, BE IT RESOLVED* that the Yuba County Board of Supervisors hereby adopts the following Policy Number M-1, General Communications Policy, of the Yuba County Administrative Policy and Procedures Manual as set forth in Exhibit A.

*PASSED AND ADOPTED* by the Board of Supervisors of the County of Yuba, State of California, this 13th day of December 2022, by the following vote:

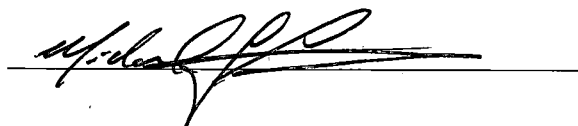
AYES: Supervisors Vasquez, Blaser, Buhner, Bradford, Fletcher  
NOES: None  
ABSENT: None  
ABSTAIN: None

  
\_\_\_\_\_  
Randy Fletcher, Chairman

ATTEST: MARY PASILLAS  
CLERK OF THE BOARD OF SUPERVISORS

  
\_\_\_\_\_

Michael J. Ciccozzi  
YUBA COUNTY COUNSEL  
APPROVED AS TO FORM:

  
\_\_\_\_\_

**Subject:**

COUNTY GENERAL COMMUNICATIONS  
POLICY

**Policy Number:**

M-1

**Page Number:**

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**Date Approved:**

XX/XX/22

**Revised Date:**

XX/XX/22

**BACKGROUND:**

The County of Yuba recognizes the need for a purposeful and consistent approach to the communication of messages out to the community. The County Administrator’s Office established the Media & Community Relations Coordinator (Public Information Officer) position in 2006, with the intent of putting forward public messages that are both clear and unified. The County also recognizes that, where Departments initially utilized the single County PIO resource to develop messages for traditional media and social media, many are now dedicating more of their own staff to promote activities, outreach efforts, programs, etc. through a variety of communications methods.

This shift to inner-departmental media efforts carries three inherent risks:

1. Removes a level of review by those specifically trained to clarify/enhance messages
2. Messages may not receive the benefit of an “outsider’s perspective” by someone who does not work within the issuing department
3. Creates the possibility of missed opportunities to expand the reach of messages through sharing across additional County platforms

To encourage an approach to County outreach efforts that reaches a wider audience with greater clarity of messages, this policy has been implemented.

**POLICY:**

1. Countywide Communications Structure

County Department messaging intended for residents is at the discretion of the leadership of the issuing Department, with the understanding that each public message reflects upon the County as a whole. Each Department has full access to the services of the County’s Media & Community Relations Coordinator – as well as the CAO-based Media and Community Relations Specialist – for the purpose of framing messages, general editing, review for clarity and advice on ways to reach more residents. Written and graphic products developed to share with the community by other County staff tasked with public information duties – including Media & Community Relations Specialists and any staff assigned to perform community outreach functions (County Communicators) – must adhere to general communications principals and follow established County standards, such as the County Social Media Policy.

As scheduling allows, County Communicators will participate in countywide public information trainings, when offered. County Communicators are also required to undertake emergency response messaging training, in the event of a declared emergency by the Office of Emergency Services.

**Subject:**

COUNTY GENERAL COMMUNICATIONS  
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2. External (Community/Residents) Communications

County Communicators operate under the direction of their direct managers. The Media & Community Relations Coordinator and CAO-based Media & Community Relations Specialist shall be available to assist with development of messages for clarity and consistency in a manner that utilizes best practices of Public Information Officers. Departments are encouraged to seek assistance from these same resources during development of any community messages.

***All media distribution lists used by County Departments/Divisions shall include the Media & Community Relations Coordinator and the CAO-based Media & Community Relations Specialist.***

3. Emergency Communications

As each County Employee is also designated as a Disaster Service Worker, County Communicators shall pursue required communications training necessary for working in the Yuba County Emergency Operations Center, if called upon. The Media & Community Relations Coordinator in concert with the CAO-based Media & Community Relations Specialist shall maintain a list of all County Communicators, which may be used by the Yuba County Office of Emergency Services at such times training becomes available or when communicators need to be called in for an emergency event. Departments shall notify the Media & Community Relations Coordinator and the CAO-based Media & Community Relations Specialist, whenever there are changes in County Communicator staffing.