



The KDADS Central office Public Information Officer and the KDADS Central office Director of Communications are the only staff authorized to speak to the media regarding all matters related to the Kansas Agency for Aging and Disability Services (KDADS). It is a violation of KDADS policy for staff to speak to the media or to provide information to the media without prior authorization from the Communications office. Please refer all media inquiries to the Communications office immediately. In many instances, staff from the Communications office will be calling on you for information to help craft a clear and consistent response to media inquiries in a timely fashion as they attempt to honor deadlines and other requirements that may arise during interactions with the media. On other occasions staff from the Communications office will make arrangements for you to be interviewed by reporters on specific subjects, and will appreciate your cooperation. We thank you in advance for your time and assistance.

If you become aware of the presence of a reporter, other member of the media or a person whose presence appears to be unrelated to client services or agency business in the KDADS areas of the New England Building, the 612 Kansas Avenue offices, the hospitals, or any other KDADS premises across the state, please contact the Communications office immediately. If a reporter enters any KDADS office or building and announces that he or she has an interview with a KDADS staff member, please make sure that the Communications office is aware of that appointment. One person from the Communications office will accompany any media that have a scheduled interview with staff. If a non-media person has an appointment with a staff member, but brings along a media representative unannounced, the Communications office is to be alerted immediately.

Be mindful that KDADS has the confidentiality and privacy rights of all of our clients and residents to protect, not just those who may wish to speak with the media. No members of the media are allowed to approach or attempt to interview clients or residents on KDADS property, including the hospitals, without permission of the Communications office. The media is free to talk to clients who wish to speak with them somewhere other than on KDADS property. If a member of the media enters a KDADS building and begins approaching clients or residents, please ask them politely to leave. No photographs, video, or audio recordings of any kind are allowed on KDADS premises without permission of the Communications office.

If you receive phone calls or emails from anyone that is outside of KDADS, whether known or unknown to you, and that person is asking for agency information such as policy, program details, statistics or reports, the inquiry is to be referred to the Communications office immediately. The exception to this policy is reports sent routinely to stakeholders on a monthly (or other) basis. If a routine report contains information that you believe could be problematic if released, please copy the Communication office.

Stakeholder and other public meetings

You should be cautious in remarks that you make at public meetings and in other communications with stakeholders, advocacy groups, providers, clients, etc. There may be a reporter or other member of the

media present at such meetings and participants may share statements that were made or information that was provided at such meetings with the media at a later time. Please be careful to ensure that any information you share accurately reflects agency policy.

Public website

Please provide your updated public website (www.kdads.ks.gov) content to one of the designated content managers in your commission. Do not send content/graphics directly to IT to be posted. The process for posting to the provider side of the website (www.aging.ks.gov) remains the same.

Governor's proclamation signings & other event planning

All proclamation signing requests must be made through the Communications office. If your program is seeking a proclamation signing or wants to plan any other similar external event, the Communications office needs to be notified at least two months in advance, if possible.

All external communications projects and promotions involving the public, including event planning, need to be coordinated from the beginning with the Communications office. If your project will require the creation of print products such as posters, brochures or other handouts, the Communications office will need as much advance notice as possible so that they can create a product that reflects well on the agency.

If a KDADS stakeholder would like KDADS staff, including KDADS' Secretary or any of KDADS' Commissioners, to attend events such as a proclamation signing or other events, these requests must be routed through the Communications office.

Non-agency activities

If you are asked to participate in an event sponsored by an advocacy group involved with an issue in which you are interested and feel strongly about, make it very clear at the event that you are not speaking on behalf of KDADS or in your capacity as an KDADS employee, but rather as a private citizen and that your personal opinions and views do not necessarily reflect the policies and positions of KDADS.

If you are approached by a reporter or other member of the print or electronic media who is seeking your comment on a matter unrelated to KDADS, you may respond as long as you do not identify yourself as a KDADS employee, and as long as you in no way indicate that you are speaking for or on behalf of the agency.