



POLICY STATEMENT
Commonwealth of Pennsylvania • Department of Corrections

Policy Subject: News Media Relations		Policy Number: DC-ADM 009
Date of Issue: May 27, 2011	Authority: Signature on File John E. Wetzel	Effective Date: June 9, 2011

I. AUTHORITY

The Authority of the Secretary of Corrections to direct the operation of the Department of Corrections is established by Sections 201, 206, 506, and 901-B of the Administrative Code of 1929, 71 P.S. §§61, 66, 186, and 310-1, Act of April 9, 1929, P.L. 177, No. 175, as amended.

II. APPLICABILITY

This policy is applicable to all facilities operated under the jurisdiction of, or conducting business with the Department of Corrections.

III. POLICY

It is the policy of the Department to establish procedures for informing the public and the news media of events within the Department's areas of responsibility. The Department shall ensure that an area is identified in each facility that is accessible to news media representatives and that a contact person is designated for routine requests for information at each facility.

IV. PROCEDURES

All applicable procedures are contained in the procedures manual that accompanies this policy document.

V. SUSPENSION DURING AN EMERGENCY

In an emergency or extended disruption of normal facility operation, the Secretary/designee may suspend any provision or section of this policy for a specific period.

VI. RIGHTS UNDER THIS POLICY

This policy does not create rights in any person nor should it be interpreted or applied in such a manner as to abridge the rights of any individual. This policy should be interpreted to have sufficient flexibility to be consistent with law and to permit the accomplishment of the purpose(s) of the policies of the Department of Corrections.

VII. RELEASE OF INFORMATION AND DISSEMINATION OF POLICY

A. Release of Information

1. Policy

This policy document is public information and may be released upon request.

2. Confidential Procedures (if applicable)

Confidential procedures for this document, if any, are not public information and may not be released in its entirety or in part, without the approval of the Secretary of Corrections/designee. Confidential procedures may be released to any Department of Corrections employee on an as needed basis.

B. Distribution of Policy

1. General Distribution

The Department of Corrections' policy and procedures shall be distributed to the members of the Central Office Executive Staff, all Facility Managers, and Community Corrections Regional Directors on a routine basis. Distribution of confidential procedures to other individuals and/or agencies is subject to the approval of the Secretary of Corrections/designee.

2. Distribution to Staff

It is the responsibility of those individuals receiving policies and procedures, as indicated in the "General Distribution" section above, to ensure that each employee expected or required to perform the necessary procedures/duties is issued a copy of the policy and procedures either in hard copy or via email, whichever is most appropriate.

VIII. SUPERSEDED POLICY AND CROSS REFERENCE

A. Superseded Policy

1. Department Policy

DC-ADM 009, News Media Relations, issued February 17, 2005, by Secretary Jeffrey A. Beard, Ph.D.

2. Facility Policy and Procedures

This document supersedes all facility policy and procedures on this subject.

B. Cross Reference(s)

1. Administrative Manuals

- a. DC-ADM 003, Release of Information
- b. DC-ADM 005, Collection of Inmate Debts
- c. DC-ADM 801, Inmate Discipline
- d. DC-ADM 812, Inmate Visiting Privileges
- e. DC-ADM 818, Automated Inmate Telephone System
- f. 6.5.8, Capital Case Administration
- g. 6.7.1, Incident Command System

2. ACA Standards

- a. Administration of Correctional Agencies: 2-CO-1A-25, 2-CO-1A-27
- b. Adult Correctional Institutions: 4-4020, 4-4021, 4-4279
- c. Adult Community Residential Services: 4-ACRS-7F-01, 4-ACRS-7F-02, 4-ACRS-7F-03
- d. Correctional Training Academies: None



PROCEDURES MANUAL
Commonwealth of Pennsylvania • Department of Corrections

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Release of Information:

Policy Document: This policy document is public information and may be released upon request.

Procedures Manual: The procedures manual for this policy may be released in its entirety or in part, with the prior approval of the Secretary/designee. Unless prior approval of the Secretary/designee has been obtained, this manual or parts thereof may be released to any Department employee on an as needed basis only.

DC-ADM 009, News Media Relations Procedures Manual
Table of Contents

Section 1 – General Procedures

A. Responsibilities.....	1-1
B. Access Approval.....	1-4
C. Rules for Access.....	1-5
D. News Media Requests for Inmate Mug Shots.....	1-5
E. Requests to Witness an Execution.....	1-5
F. Covering of Major Emergency.....	1-6

Section 2 – News Media Access Requests

A. Facility Visits/Tours by News Media Representatives.....	2-1
B. Media Initiated Requests Regarding Programs or Facility Operations.....	2-1
C. Facility Initiated Requests Regarding Programs or Facility Operations.....	2-2
D. Media Initiated Requests for Interviews with Specific Inmates.....	2-4
E. Access to Department Employees for the Purpose of Photographing, Videotaping/Filming, and/or Audio Recording.....	2-4

Section 3 – Non-News Media Access Requests

A. Access to Inmates and/or Inmate Programs for the Purpose of Photographing, Videotaping/Filming, and/or Audio Recording.....	3-1
B. Requests by Movie Companies to Film.....	3-1
C. Non-News Media Access to any Employee.....	3-2

Section 4 – Public Information Officer Guidelines

A. After Hours News Media Contact.....	1
B. News Advisories/Releases.....	1
C. Facility Initiated Requests Regarding Programs or Facility Operations.....	3
D. Selection of Inmates for Approved Program Media Visit.....	3
E. News Media Requests for Inmate Mug Shots.....	4
F. Emergency Procedures and Responsibilities.....	5
G. Release of Information.....	6

Attachment (By Section)

Section 1 – General Procedures

Inmate/Employee Waiver Form

Attachment 1-A

DC-ADM 009, News Media Relations Procedures Manual
Table of Contents

Section 2 – News Media Access Requests

News Media/Non-News Media Access Request Form	.Attachment 2-A
News Media/Non-News Media Approval Form	..Attachment 2-B

Section 4 – Public Information Officer Guidelines

News Release Template	Attachment 4-A
News Advisory Template	Attachment 4-B
News Statement Template	Attachment 4-C
Escape News Release Template	.Attachment 4-D
Escape Update News Release Template	Attachment 4-E
Unusual Incident News Release Template	.Attachment 4-F
Inmate Death News Release Template	..Attachment 4-G

Section 1 – General Procedures

A. Responsibilities

1. The Department Press Office is responsible for the following:
 - a. review news media requests for access to programming or a specific area of facility operation and/or an inmate for a specific program with the appropriate Regional Deputy Secretary and/or the Secretary;
 - b. develop training programs in news media relations for appropriate personnel;
 - c. ensure data and information protected by federal and/or state privacy laws, and/or federal and state freedom of information laws is in accordance with Department policy **DC-ADM 003, “Release of Information;”**
 - d. coordinate efforts to develop public understanding of the corrections system through news releases, newsletters, and other informative publications¹;
 - e. provide accurate responses to questions from the news media and public about the corrections system;
 - f. release information regarding the Department’s Emergency Response Plan in accordance with Department policy **6.7.1, “Incident Command System;”**
 - g. assist the Public Information Officer/designee at the facility as necessary;
 - h. notify and update reports to the Governor’s Press Office;
 - i. collect support data and other information that may be helpful to the facility PIO/designee;
 - j. assist with security clearance for reporters not familiar to the facility;
 - k. go to the scene of an emergency to assist with the facility’s response to the news media when necessary;
 - l. respond to all requests for news media interviews with a Phase 2 or Phase 3 Capital Case inmate; and
 - m. Maintain the Department's 24-hour-a-day outgoing emergency message system (888-316-8950).

2. The Facility Manager/designee is responsible for the following:

¹ 4-4020

- a. serve as the official spokesperson for his/her respective facility;
 - b. ensure that, **if necessary**, local procedures are developed for news media relations which include, but are not limited to:
 - (1) notify the PIO/designee regarding special events and extraordinary occurrences that could result in news media coverage;
 - (2) **direct requestors seeking access to programs and/or inmates in those programs to fill out News Media/Non-News Media Access Request Form (See Section 2, Attachment 2-A) and submit the completed form to the Department's Press Office;**
 - (3) **inform requestors seeking visits with specific, individual inmates about the visiting policy and that they need to write to the inmate to be placed on the inmate's visiting list;**
 - (4) coordinate news media during special events and extraordinary occurrences; and
 - (5) prepare news advisories, **statements**, and news releases in accordance with **Section 4** of this procedures manual.
 - c. designate staff members to serve as the primary and alternate PIO and notify the Press Secretary any time there is a change²;
 - d. **ensure designated PIO and backup staff complete appropriate training as directed by the Press Office;**
 - e. approve all news media facility visits that do not involve access to programming or a specific area of facility operations and/or inmates in a special program to ensure that the time, durations, and location of the visit do not disrupt security, programs, and operating schedules and that the privacy of the inmate population is respected³;
 - f. use the guidelines provided in **Section 4** of this procedures manual to select an inmate for an individual interview, public speaking engagement, and/or the taking of individual photos of an inmate **during approved media/non-news media access to programs visits;**
3. Public Information Officer (PIO)

The PIO is responsible for the following⁴:

² 4-4021

³ 4-4279, 4-ACRS-7F-02

⁴ 4-4020, 4-4021

DC-ADM 009, News Media Relations Procedures Manual
Section 1 – General Procedures

- a. respond to inquiries from the news media and public **in accordance with Department policy DC-ADM 003, "Release of Information,"** and disseminate news releases regarding programs and procedures at his/her facility⁵;
- b. direct news media to the Department's website for appropriate policy (<http://www.cor.state.pa.us>);
- c. **complete the News Media/Non-News Media Access Approval Form (See Section 2, Attachment 2-B) and submit the completed form to the Department's Press Office;**
- d. notify the News Media/Non-News Media Entity regarding the outcome of the request;
- e. **serve as the designated spokesperson authorized to speak with the media on behalf of the Facility Manager**⁶;
- f. coordinate news media visits to ensure media is escorted for the entire length of the visit⁷;
- g. develop information on the facility for public dissemination subject to approval by the Department's Press Office;
- h. maintain a current local news media contact listing to foster community involvement and support in the Department's efforts toward a continuing public information program;
- i. develop good relations with local news media entities;
- j. notify the Department's Press Office immediately (even if after hours) of an incident or issue likely to generate more interest than routine news;
- k. prepare news advisories on scheduled events;
- l. prepare news releases on escapes, major incidents, or other than natural inmate deaths, etc.;
- m. prepare news statements for use in responding to news media inquiries;
- n. obtain an inmate's written consent using the **Inmate/Employee Waiver Form (Attachment 1-A)** for the release of the inmate's photograph (no faces may be photographed or filmed) or statements (no inmate last names may be provided/used) **during approved media/non-news media access to programs visits**⁸;

⁵ 4-4021

⁶ 4-4021

⁷ 4-4279

⁸ 4-4279

- o. **identify and** review the news media briefing area annually to ensure the location continues to be the best area for use to conduct briefings during an emergency. Provide the Department's Press Secretary with specific logistical needs⁹; and
- p. assist a neighboring facility during an emergency.

B. Access Approval

1. Access Requests

Requests from individuals - whether news media or non-news media - involving television programs, national broadcasting, professional organizations, and documentaries must be approved at two levels:

- a. First level – The Facility Manager/designee shall provide the initial approval; and
 - b. Second level – The Secretary/designee shall provide final approval.
2. The Facility Manager/designee may approve local media requests, such as a request for a general overview of prison operations, tours, visits that do NOT involve access to inmates, or staff interviews with prior notice provided to the Department's Press Office via telephone or e-mail. Tours shall be conducted in accordance with **Section 26 of Department policy 6.3.1, "Facility Security."**
 3. Requests for access to prison programs that DO involve inmate access/interview for use in statewide or national stories, or requests of a sensitive nature, shall be granted or denied by the Secretary/designee. In these cases, the Facility Manager/designee shall submit a **News Media/Non-News Media Access Request Form (see Section 2, Attachment 2-A)** and a **News Media/Non-News Media Access Approval Form (see Section 2, Attachment 2-B)** to the Department's Press Office for approval. The Secretary/designee shall make the final determination to grant or deny the request.
 4. The **News Media/Non-News Media Access Request Form** shall be used for this purpose. This form requires the requestor to provide information on the targeted audience, circulation, broadcast coverage area and reason for the request.
 5. An **Inmate/Employee Waiver Form** is required. The **Inmate/Employee Waiver Form** should be kept on file in the facility PIO's office for an indefinite period. Questions regarding the **Inmate/Employee Waiver Form** should be directed to the facility PIO. If an inmate declines to sign a waiver, he/she shall not be permitted to remain in the area while the requestor is present.
 6. Questions regarding the nature of any request from the media should be directed to the Department's Press Office.

⁹ 4-4021

C. Rules for Access¹⁰

Regardless of the type of requestor, the following general rules shall apply to access:

1. The facility PIO must remain with the requesting entity, whether it is a news media or non-news media entity, at all times while they are on prison grounds.
2. No inmate faces shall be photographed, videotaped, or filmed.
3. Photographing, videotaping/filming and audio recording must be done in a way so that no inmate is identifiable. This can be done by taking photographs, videotape/film from a distance or from behind the inmate(s).

Note: It is acceptable for the facility PIO to ask to look through viewfinders of cameras or review digital images to ensure all shots taken are in accordance with this procedures manual.

4. Any requesting news media or non-news media entity shall not be provided with any inmates' full name; an inmate may only be referred to by his/her first name.
5. Impromptu interviews of any inmate are not permitted at any time.
6. Questions regarding the nature of any request from the media should be directed to the Department's Press Office.

D. News Media Requests for Inmate Mug Shots

News media requests for inmate mug shots may be granted by the Department's Press Secretary/designee or any facility PIO as requested under the conditions listed below:

1. The news media representative may travel to the facility where the inmate is housed and obtain a copy from the PIO;
2. The news media representative may have the mug shot mailed to him/her. The mug shot will not be e-mailed, to do so would place the Department in violation of the **Criminal History Record Information Act (CHRIA)**; and
3. In the event that a news media representative from the opposite end of the state is requesting a mug shot, it is permissible for the news media representative to work with a facility PIO that is located closer to him/her to obtain the mug shot (either from DOCNet or the digital imaging system). In that case, all procedures in this section still apply and will be the responsibility of the PIO releasing the mug shot.

¹⁰ 4-4021

E. Requests to Witness an Execution

All requests by news media representatives to witness an execution must be directed to the Department's Press Secretary/designee.

F. Covering of Major Emergency¹¹

1. In the event that a major emergency takes place at a Department facility that the news media wishes to cover, each news media representative shall report to the pre-designated news media briefing area. Facility staff, assigned to the facility's access points, shall provide direction.
2. All information released to the news media shall be provided by the facility PIO/designee at the news media briefing area via scheduled briefings.

¹¹ 4-4021

**COMMONWEALTH OF PENNSYLVANIA
Department of Corrections**

(Check one): Inmate Employee

Type of Access (please check all that apply):

Interview Photography Videotaping/Filming Audio Recording

Permission is granted to give my photograph(s) and/or my statement related to the above occasion to the news media (including television, radio, and print) or non-news media organization.

I am making this waiver voluntarily and I intend to be legally bound by it.

INMATE WAIVER FORM	EMPLOYEE WAIVER FORM
Inmate Name:	Employee Name:
Inmate Department Number:	Employee Title:
Date:	Date:
Facility:	Facility:
_____	_____
Inmate Signature and Department Number	Employee Signature
_____	_____
Staff Signature	Staff Signature (witness)
_____	_____
Date	Date
_____	_____

Section 2 – News Media Access Requests

A. Facilities and Programs

1. Facility Visits/Tours by News Media Representatives¹

- a. A news media representative, with the proper credentials, is permitted to visit/tour a Department facility with the permission of the Facility Manager/designee, Regional Deputy Secretary, or Secretary/designee, depending on the nature of the visit. Such visits/tours shall be used to familiarize a reporter with the facility and programs within, as well as to establish a professional working relationship and acquaintance with the Facility Manager/designee and the facility PIO.
- b. A visit/tour to a Department facility shall be prescheduled so the facility can consider the time, duration, and location of the visit/tour to ensure the facility security, programs, and operating schedule(s) are not disrupted and that the privacy of the inmate population is respected. The facility PIO shall provide instructions to the news media regarding these issues before the visit/tour.
- c. The facility PIO shall serve as an escort for all news media visits to a facility, including all filming events. The PIO shall be present for the filming and remain with the news media throughout the entire visit.
- d. *The PIO shall inform the Press Office prior to such a tour taking place.*

2. Media Initiated Requests Regarding Programs or Facility Operations

- a. All requests by news media representatives or a non-news media entity to enter a facility to report about or have access to a specific inmate program or some aspect of the operation of the facility shall be in writing and handled in accordance with this procedures manual. The request shall be submitted via the **News Media/Non-News Media Access Request Form (Attachment 2-A)** and will include, but not be limited to:
 - (1) pertinent information regarding his/her news media outlet/organization;
 - (2) the subject of the report/need for access;
 - (3) the length of time required to access the program; and
 - (4) the anticipated air/publish date of the final product.
- b. The facility PIO, in consultation with the Facility Manager/designee and appropriate program staff shall submit the **News Media/Non-News Media Access Approval**

¹ 4-4279, 4-ACRS-7F-02

Form (Attachment 2-B) to the Department's Press Office via FAX (717-703-3621) and include the following:

- (1) the initial request by the news media outlet/organization (Attachment 2-A as completed by the requestor);
- (2) detailed information about the prison program or operation;
- (3) recommendation as to whether or not access should be granted; and
- (4) a detailed listing of every inmate in the program who would be involved in the access. These details would include, but not be limited to: inmate name, DC#, offense or offenses, sentence, minimum and maximum sentence expiration dates, and any detainers. (See **Section 4** for selection of inmate participants.)

NOTE: A Facility shall not circumvent this procedure by directly referring a reporter to the Department's Press Office, as facility input regarding inmate programs is crucial to the approval process.

- c. Upon receipt of the facility documentation, the Department's Press Secretary/designee shall meet with the appropriate Regional Deputy Secretary to discuss the nature of the request. The Regional Deputy Secretary shall make the decision on whether to proceed with the request.
- d. If the Regional Deputy Secretary decides to proceed with the request, the Department's Press Secretary/designee shall forward the request through the established chain-of-command to the Secretary/designee, who shall make the final determination to grant or deny the request.
- e. A facility PIO is responsible for ensuring that random interviews/**contact** with an inmate not previously identified by the facility as being part of the approved program or operation are not granted.

3. Facility Initiated Requests Regarding Programs or Facility Operations

In those cases where the facility initiates a request and desires news media/non-news media access to highlight a specific inmate program or facility operation, the facility must first obtain approval via the Department's Press Office. This approval must follow the procedures noted above and must be followed prior to the facility's contact with any news media/non-news media entity.

B. Access to CCC Residents

1. ***Media requests for interviews with pre-release inmates shall be handled in accordance with Subsection D. of this procedures manual.***

2. **General tours of state-run CCC's are permitted in accordance with Subsection A.1. above. Cameras are allowed but no filming of inmate faces or impromptu interviews of inmates/offenders will be permitted as outlined in Section 1.C. of this procedures manual.**
3. **General tours of Community Contract Facilities (CCF) will be handled in accordance with the CCF's media access rules. If permitted, no filming of inmate faces or impromptu interviews of inmates/offenders will be permitted.**
4. If photography, videotaping/filming, and/or audio recording of a pre-release inmate is requested and approval is granted, an **Inmate/Employee Waiver Form** must be completed for each inmate prior to the photography, videotaping/filming, and/or audio recording taking place. All **Inmate/Employee Waiver Forms** should be kept on file by the Center Director. **At no time shall an inmate's face be photographed, videotaped or filmed. In the case of audio recording, the inmate shall only be referred to by his/her FIRST name.**
5. If photography, videotaping/filming, and/or audio recording of a parolee residing in a CCC/CCF is requested and approval is granted, the Center Director should notify the requestor that he/she should obtain written permission from the parolee directly. The Department is not the governing body over a parolee and will not seek or maintain an **Inmate/Employee Waiver Form** from him/her.

C. News Media Access to Inmates Participating in Speakers' Bureau or Community Work Program (CWP) Projects

In the event a reporter covers any inmate participating in a Speakers' Bureau Event or CWP Project with or without prior knowledge of the Department, the reporter(s) should immediately be instructed by the facility PIO, escorting Department personnel, or crew supervisor of the following:

1. There will be NO interviews with any inmate;
2. Photographs must be taken in a way so that the inmate is not identifiable (either from a distance or from behind);
3. An inmate should be referred to by using his/her first name only; and
4. Prior to participating in either a Speakers' Bureau Event or a CWP Project, every inmate should complete an **Inmate/Employee Waiver Form**, which will be kept on file by the facility PIO.

a. Speakers Bureau

A new **Inmate/Employee Waiver Form** should be completed for each speaking event.

b. CWP Project

One **Inmate/Employee Waiver Form** should be completed by each inmate at the time he/she enters the program. That **Inmate/Employee Waiver Form** will cover the inmate for the duration he/she is in the program.

D. Media Initiated Requests for Interviews with Specific Inmates²

1. An inmate who wishes to meet with a news media representative in person must request that the individual's name be added to his/her approved visiting list, in accordance with Department policy **DC-ADM 812, "Inmate Visiting Privileges."**
2. After an interested inmate has placed a reporter on his/her visiting and/or telephone list, as required by policy:
 - a. A news media representative may take a standard reporter's notebook (4" by 8" spiral-bound) and a pen or pencil into the visiting room for taking notes. Filming, photographic or audio recording devices are not permitted.
 - b. Any visit or telephone call during which Department policy is violated may be terminated. Such termination may be used to restrict and/or prohibit future visits and/or telephone contacts.
3. An inmate who wishes to speak with a news media representative on the telephone must request that the individual's name be added to his/her approved telephone list, in accordance with Department policy **DC-ADM 818, "Automated Inmate Telephone System."**
4. An inmate will not be compensated or receive compensation of any sort for participation in any news media interview. Receiving compensation will result in disciplinary action being taken against the inmate in accordance with Department policy **DC-ADM 801, "Inmate Discipline"** and the visitor shall be subject to suspension.

E. Access to Department Employees for the Purpose of Photographing, Videotaping/Filming, and/or Audio Recording

1. All news media requests for staff interviews shall be referred to the facility PIO or the Department's Press Secretary/designee for appropriate action.
2. A staff member may refuse to be interviewed or may grant a news media interview as part of his/her official duty only with the approval of the Facility Manager/designee.
3. If permission is granted by the Facility Manager/designee and the employee is willing to participate, an **Inmate/Employee Waiver Form (Attachment 1-A)** must be completed

² 4-4279, 4-ACRS-7F-02, 4-ACRS-7F-03

DC-ADM 009, News Media Relations Procedures Manual
Section 2 – News Media Access Requests

for each employee prior to the photography, videotaping, filming, and/or audio recording taking place. The **Inmate/Employee Waiver Form** will be kept on file by the facility PIO.

4. If approval is denied, a staff member may conduct an interview as a private citizen. Under those circumstances, the staff member must abide by the Department's **DC-174, Code of Ethics**. A staff member may not do the following:
 - a. appear in Department uniform;
 - b. speak on behalf of the Department;
 - c. offer official interpretations of Department policy; and/or
 - d. divulge any confidential information about Department security, any specific inmate, or any specific group of inmates.
5. The interview must be conducted when the staff member is off-duty and is not permitted to take place on Department property without prior approval of the Facility Manager/designee.

Section 3 – Non-News Media Access Requests

A. Access to Inmates and/or Inmate Programs for the Purpose of Photographing, Videotaping/Filming, and/or Audio Recording

1. Department personnel who would like to photograph, videotape/film, or audio record an inmate for the purpose of viewing/airing the final product on the in-house cable system (such as baseball scrimmages, run-a-thons, graduation ceremonies, religious programs, etc.) are acceptable with prior permission from the Facility Manager/designee.
2. Non-Department personnel interested in obtaining access to an inmate and/or an inmate program for the purpose of photographing, videotaping/filming, and/or audio recording an inmate shall submit a **News Media/Non-News Media Access Request Form (Attachment 2-A)** to the appropriate facility's PIO, prior to any access being granted.
3. The facility PIO will evaluate the request to determine whether photography, videotaping/filming, and/or audio recording is for release to the general public or for use in advertising outside of the Department.
4. If photography, videotaping/filming, and/or audio recording is for release to the general public or for use in advertising outside of the Department, the facility PIO must use the information provided by the requestor on the **News Media/Non-News Media Access Request Form (Attachment 2-A)** to complete a **News Media/Non-News Media Access Approval Form (Attachment 2-B)** form and fax both forms to the Department's Press Secretary/designee.
5. The Department's Press Secretary/designee will have appropriate Central Office staff review the request and make the final determination to allow or deny the request.
6. The Department's Press Secretary/designee will relay the final determination back to the facility PIO, who is responsible for notifying the requestor of the outcome and any stipulations placed on the access.

B. Requests by Movie Companies to Film

1. ***When a prison is fully operational, requests by movie companies or filmmakers to film inside a state prison to use as a filming location or movie set shall be denied.***
2. ***Only when a prison is mothballed or emptied will requests by movie companies or filmmakers to film inside a state prison to use as a filming location or movie set be considered. In these cases, all requests shall be referred to the Department's Press Office.***
3. ***The Press Office will collect information from the requestor and discuss the request with the Secretary.***

4. ***If permission to film is granted, prior to any access being granted, the Press Office will work with the Office of Chief Counsel to complete the Audio, Film, Videotape Recording Agreement. This legal contract shall outline but not be limited to the following:***
 - a. ***commencement and termination dates;***
 - b. ***services, including having the company provide the Department with exact filming locations required, a recording schedule setting for the dates and times the company will need to enter the facility;***
 - c. ***risk of loss and indemnification;***
 - d. ***force majeure;***
 - e. ***assignment and delegation;***
 - f. ***independent capacity of the production company;***
 - g. ***representation and warranties;***
 - h. ***compliance with law;***
 - i. ***severability; and***
 - j. ***third-party rights.***
5. ***At no time shall the Department charge the company for use of any of its facilities.***
6. ***At no time shall the movie companies or filmmakers make any cosmetic or structural changes to the facility.***
7. ***The movie companies or filmmakers may be responsible for payment of any costs incurred by the Commonwealth in providing access to the facility, including, but not limited to utility bills accrued during the length of filming.***
8. ***All trash, garbage, debris or other such materials will be removed by the company or the company will be charged for any costs incurred by the Commonwealth for trash removal and facility clean up.***
9. ***At no time will inmates or staff be used as extras or actors (either voluntarily or paid) in the production.***
10. ***Requests for filming on the grounds of a facility but outside of the perimeter may be considered by the superintendent so long as such filming would not interfere with the daily operation or security of the facility.***

11. *If such permission is granted, the superintendent must notify the Department's Press Office at least one week prior to the start of any filming.*

C. Non-News Media Access to any Employee

All non-news media access to any employee shall be governed by the procedures outlined in **Section 2** of this procedures manual.

Section 4 – Public Information Officer Guidelines

A. After Hours News Media Contact

1. The standard workday of the Department is Monday through Friday, 8 a.m. to 5 p.m., excluding holidays.
2. Requests for statistics, reports, other research information, or administrative actions arising from disciplinary proceedings (inmate or staff) shall only be responded to during normal business hours. Calls for such information after normal business hours shall be referred to the facility PIO the next workday. Callers should be referred to the Department's website for access to statistics, reports and research information.
3. Each facility shall establish written procedures, **if necessary**, for responding to after hours inquiries from news media representatives. These procedures may include any or all of the following:
 - a. document all calls relayed to or referred to the facility PIO/designee;
 - b. prepare a news release by the facility PIO/designee, subject to prior approval by the Department's Press Office, to be read by the Shift Commander/Officer-in-Charge to news media representatives who call after hours;
 - c. in the absence of the facility PIO/designee, the Officer-in-Charge shall prepare a news release in accordance with the Department's pre-approved format. Approval from the Department's Press Secretary/designee must be obtained prior to releasing information from the news release to the news media; and
 - d. respond to requests for information on escapes, unusual incidents, or other events, which may occur after hours.

B. News Advisories/Releases¹

1. All press releases, media advisories and statements must be sent to the Press Secretary first for review and approval; who, in turn, is required to forward onto the Governor's Press Office for their review and final approval.
2. Format
 - a. There is no major header and all of the contact information is now at the BOTTOM of the page.
 - b. **Department logo should be an image inserted into the actual document, not as part of the header. Logo should be in color.**

¹ 4-4021

- c. **Department's footer (identifying the form) should be deleted prior to the actual release of the release/advisory.**
 - d. The font is VERANDA font size 11 for ALL text on the page.
 - e. Page margins are 1 inch on all sides of the document.
 - f. Only the title, the city where you are located, and the contact information is in bold.
 - g. Everything is flush left -- no indents.
 - h. Text is single spaced with returns between paragraphs.
 - i. If you must use bullet points, the press release template shows how they are to be done.
 - j. The first line of the release will be: "Superintendent X of SCI X today announced "
3. A **News Release (Attachment 4-A)** is issued to inform the public of events that have taken place at the facility that may be of interest, may have impact on the community, or to reassure the community of its safety. Every news release is to be prepared in accordance with the Department's standard format.
 4. A **News Advisory (Attachment 4-B)** is issued to inform the public of events that are scheduled to take place that may be of interest to the community. Every news advisory is to be prepared in accordance with the Department's standard format².
 5. A **News Statement (Attachment 4-C)** is prepared for use when an explanation of a situation or issue is warranted, but not necessary to initiate distribution of the information to all news media. This statement can be read to news media upon their request for information about a specific situation or issue that may have generated media interest, and should not be confused with a News Release (escape, emergency, etc.) or a News Advisory (promoting programs or events), both of which are automatically distributed to all local news media outlets.
 6. Each news advisory, news release, **or news statement** shall identify the individual who prepared the information and the date.
 7. In the event an escape, breach, or walk away is confirmed, an **Escape News Release (Attachment 4-D)** is to be prepared and faxed to your local news media. This should occur at the same time that your facility notifies the police. The Press Secretary and PIO approvals for this type of news release are not required, and should not be sought, prior to media notification. To ensure that escape information is disseminated as quickly as possible, copies of an Escape News Release should be provided to appropriate staff authorized to complete and fax to the local news media at any hour of the day.

² 4-4021

8. The Facility Manager/designee and the Department's Press Secretary shall approve any subsequent releases of information regarding an escape, other than information contained in the initial news release (**Attachment 4-E**).
9. An **Unusual Incident News Release (Attachment 4-F)** and/or an **Inmate Death News Release (Attachment 4-G)** shall only be issued after the facts are confirmed as accurate and with approval of the Facility Manager/designee and the Department's Press Secretary. This information shall include:
 - a. the nature of the incident;
 - b. name of any inmate injured (following verification that family members have been notified);
 - c. The **number** of staff involved, **general description of type of injury/injuries**, and location of where treatment was provided;
 - d. time and location of incident;
 - e. name of police department notified and/or responding;
 - f. when more detailed information will be available, if known; and
 - g. news release about inmate deaths do not have to be issued when the cause of death is natural; however, a news release shall be issued if the death is an accident, suicide, homicide or extraordinary.

C. Facility Initiated Requests Regarding Programs or Facility Operations

In those cases where the facility initiates a request and desires news media/non-news media access to highlight a specific inmate program or facility operation, the facility must first obtain approval via the Department's Press Office. This approval must follow the procedures noted above and must be followed prior to the facility's contact with any news media/non-news media entity.

D. Selection of Inmates for Approved Program Media Visit

To select an inmate for an individual interview during an approved program media visit, public speaking engagement, and/or the taking of individual photos of an inmate, **during an approved program media visit**, the following issues should be reviewed:

1. review charges of conviction and the nature of the offense;
2. consideration whether or not the Facility Manager/designee or staff believes that the inmate can represent all of the inmates in prison;

3. consideration as to the level of confidence and concern as to what the inmate may say publicly;
4. consideration of the level of notoriety attached to the inmate's conviction or subsequent incarceration. (Will this inmate bring unwanted media attention to the Department?);
5. consideration of whether or not the conviction is a personal injury crime, the age of the victim, and if there are multiple victims;
6. consideration as to whether the inmate is an escape risk;
7. has the inmate demonstrated some level of change within the facility, (i.e., improved adjustment, accepts responsibility for the crime, etc.);
8. does the inmate present a positive image of himself/herself, other inmates, and the Department at large;
9. is the speaking request from the inmate's county of conviction? What repercussions could this have for the victim; and
10. has due consideration been given to the proximity of the victim to the speaking engagement?

E. News Media Requests for Inmate Mug Shots

News media requests for inmate mug shots may be granted by the Department's Press Secretary/designee or any facility PIO as requested under the conditions listed below:

1. The news media representative may travel to the facility where the inmate is housed and obtain a copy from the PIO;
2. The news media representative may have the mug shot mailed to him/her. The mug shot will not be e-mailed, to do so would place the Department in violation of the **Criminal History Record Information Act (CHRIA)**;
3. The release of any mug shot shall be recorded in the **CHRIA** log and include information about who received the mug shot (name, organization, purpose, contact information) and the date of release;
4. The facility PIO may use the Department's Intranet (DOCNet) to obtain the mug shot or work with the Inmate Records Office to obtain a copy from the digital imaging system;
5. In the event that a news media representative from the opposite end of the state is requesting a mug shot, it is permissible for the news media representative to work with a facility PIO that is located closer to him/her to obtain the mug shot (either from DOCNet or the digital imaging system). In that case, all procedures in this section still apply and will be the responsibility of the PIO releasing the mug shot;

6. The most recent mug shot should be the one provided to the news media representative; and
7. If previous and/or all copies of an inmate's mug shots are requested, they may be provided so long as they do not deplete the copies on file. In cases where an inmate's older mug shots are not available through DOCNet or the digital imaging system, the mug shots may be provided to the news media representative for him/her to photograph or film; however, the actual mug shot shall not be permitted to leave the facility.

F. Emergency Procedures and Responsibilities³

1. Commander Responsibilities

During an emergency, the Commander is responsible for the following notify the PIO/designee to activate the news media briefing operation in accordance with Department policy **6.7.1, "Incident Command System;"**

2. PIO/Designee

- a. contact the Department's Press Office immediately upon the onset of the emergency to notify them of the emergency – do not wait until the emergency is over or resolved;
- b. manage the news media briefing area;
- c. conduct all briefings;
- d. respond to news media inquiries;
- e. prior to the release of any information, contact the Facility Commander and the Central Office Command Post/Department Press Secretary for approval of the information to be released;
- f. notify appropriate personnel that the news media briefing area has been activated;
- g. ensure that staff assigned to the facility access points direct all news media representatives arriving at the facility to the briefing area;
- h. prepare and present an initial briefing to the news media. During the first briefing the news media representative(s) shall be informed of the following:
 - (1) all security and safety procedures imposed. Violation of these procedures could result in the news media representative being denied future access;
 - (2) the nature of the emergency;

³ 4-4021

- (3) background information on the facility; and
- (4) the briefing timetable. (Note: Regularly scheduled briefings should be conducted and, if possible, the briefings should be conducted at times that permit the news media representatives to meet their deadlines.)
 - i. coordinate rumor control efforts among staff and news media representatives to prevent the spread of false information and to provide rapid response to questions or allegations related to false information;
 - j. provide regular updates to the Department’s Press Secretary;
 - k. coordinate statements with the Pennsylvania Emergency Management Agency (PEMA), Pennsylvania State Police (PSP), and local law enforcement commanding officers on site to avoid conflicting statements. Note: this may be a function of the Department’s Press Secretary and it is essential that the PIO and the Press Secretary stay in constant contact throughout and following the emergency;
 - l. forward questions regarding other agencies’ activities to the respective representative(s); and
 - m. provide follow-up information to the news media for the period immediately following the conclusion of the emergency.

G. Release of Information⁴

All releases of any public statements regarding Department policies, actions, investigations, and planning shall be in accordance with Department policy, **DC-ADM 003, “Release of Information.”**

⁴ 4-4021

DC-ADM 009, News Media Relations Procedures Manual
Glossary of Terms

After Hours News Media Inquiry - Any inquiry from a news media representative to a facility of the Department after normal daily business hours (8:00 a.m. – 5:00 p.m.), weekends or holidays.

Audio Recording – The recording and playback of audio information.

Capital Facility – The facility designated as the site for executions.

Credentials – Identification of an individual and his/her news media affiliation.

Department – The Pennsylvania Department of Corrections

Emergency Message System – *A 24-hour-a-day recorded message maintained by the Press Office that can be accessed by the public for updates to incidents or emergencies in a Department facility.*

Facility Manager – The Superintendent of a State Correctional Facility, State Regional Correctional Facility, Director of a Community Corrections Center, Commander of a Motivational Boot Camp, or Director of the Training Academy.

Filming – All photography utilizing motion pictures, videotape, or other imaging media, including television programs, commercials, motion pictures, still photography, etc.

Freelance Writer – A journalist or photojournalist not employed by a news organization who submits articles or photographs to publications or broadcast stations, and/or writes or plans to write books or other publications under his/her own name or a fictitious name.

Major Emergency – An event or situation that, if unchecked or unresolved quickly, may have serious impact or repercussions on the Department, public, facility, staff, or inmate population.

News Media Representative – Representatives of general circulation newspapers, national magazines, national/international news services, or radio/television stations holding a Federal Communications Commission (FCC) license.

Non-News Media Entity – Including, but not limited to, a member of the Pennsylvania Prison Society, runathon coordinators, freelance writers, internal staff trying to produce videos for volunteer recruitment purposes, Correctional Industries, a Department Office or Bureau, etc.

Public Information Officer – *The person designated as the official spokesperson for a facility.*

Press Office – The Office of the Press Secretary for the Department.

Press Secretary – The person designated as the official spokesperson for *the Department*.

Secretary – The Secretary of the Pennsylvania Department of Corrections.

DC-ADM 009, News Media Relations Procedures Manual
Glossary of Terms

Still Photography - All photography using 35 mm, instant (Polaroid), digital, or other still-imaging equipment.