

# **Communications Task Force Recommendations**

**Cultural Affairs Commission  
May 18, 2017**

**Jennifer Scripps, Director  
Office of Cultural Affairs  
City of Dallas**



# Agenda

- Task Force Recommendations
- Status Update



# RECOMMENDATIONS

- 1) Make printed briefing material available to public and Commission no later than 24 hours before meetings.
- 2) Identify which OCA staff are authorized to engage with the media, including social media. Limit the points of contact to one or two.
- 3) Ensure that OCA spokesperson is responsive within one hour during business hours and within reasonable time before and after hours.
- 4) Communicate directly with Cultural Affairs Commissioners immediately before or after OCA gives media interviews so Commission is aware of upcoming news coverage.
- 5) Pro-actively communicate with the Commission and the public about “hot button” issues
- 6) Activate the OCA website – this requires no additional budget authority.
- 7) Indicate on posted agendas whether public can speak.
- 8) Make OCA responsiveness to the public a part of all staff job descriptions, with consequences for good/poor performance.
- 9) Identify openness and transparency as high priorities in revisions to Cultural Policy and Planning.
- 10) Do not present unseen material to Cultural Affairs Commission for an immediate vote.
- 11) Record/live stream Commission meetings.
- 12) Transparency of all CAC materials
- 13) How to connect with Commissioners and the OCA

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# OCA OPERATING VALUES AND NORMS:

**Task Force # or Staff**

**Recommendation: Key Initiatives:**

- 9 Identify openness and transparency as high priorities in revisions to the Cultural Planning and Policy
- Staff Purchased [www.dallasculturalplan.com](http://www.dallasculturalplan.com)
- Staff Develop online resource for Cultural Planning process
- 8 Make OCA responsiveness to the public a part of all staff job descriptions, with consequences for good/poor performance

**Status:**

- Agreed. Part of conversations to date with all consultants has stressed this and every plan we admire cites this as a Key Success Factor.
- Completed
- Communications support was part of the RFP for the consultant and will be part of the OCA website
- Clarifying communication matrix will help employees understand roles and responsibilities and will be part of performance reviews. Any particular concerns should be brought to Director. And concerns with the Director taken to ACM.

# CAC MEETING MANAGEMENT:

| Task Force # or Staff Recommendation: | Key Initiatives:   | Status:   |
|---------------------------------------|--|---|
| 1                                     | Make briefing material available to public and Commission no later than 24 hours before meetings         | Agenda posted 72 hours in advanced. All items/materials taken to CAC for a vote to recommend will be posted 24 hours in advance. Implemented with 4/13 special briefing and for 4/20 CAC meeting. |
| Staff                                 | Meeting minutes and ALL materials presented posted after the meeting                                     | Started with 4/13 briefing  |
| 7                                     | Indicate on posted agendas whether public can speak  | Will indicate when public comments will NOT be taken. Started with 4/13 briefing  |
| 11                                    | Record/live stream Commission meetings   | Started with 4/13 briefing.   |
| 10                                    | Do not present unseen material to Cultural Affairs Commission for an immediate vote                      | Started with 4/13 briefing and 4/21 meeting   |
| Staff                                 | Provide email contact info for CAC members on the OCA website and City website                           | Received contact info and permission from CAC on 4/20   |
| Staff                                 | Streamline and improve CAC Liaison reporting - so that learnings from Commissioners can be best captured | To be discussed on 5/18 - John Paul has raised the issue with OCA staff   |

# OCA EXTERNAL AFFAIRS AND PR:

| Task Force # or Staff Recommendation: | Key Initiatives:   | Status:  |
|---------------------------------------|--|--|
| 6                                     | Activate the new OCA website   | Underway   |
| 4                                     | Communicate directly with Cultural Affairs Commissioners immediately before or after OCA gives media interviews so Commission is aware of upcoming news coverage | Will be on a case-by-case basis - definitely for anything that is a "hot button" issue, rather than follow-up to OCA press release or for something of lighter nature (Arts Month)                           |
| 2                                     | Identify which OCA staff are authorized to engage with the media, including social media. Limit the points of contact to one or two                              | See media matrix. Not possible to limit it to one or two people given all of the OCA functions/locations   |
| 3                                     | Ensure that OCA spokesperson is responsive within one hour during business hours and within reasonable time before and after hours                               | Response to all media inquiries within one hour is our goal during business hours. Voicemail can slow this down if we are out of the office. And, of course, not every journalist reaches us before writing. |
| 5                                     | Pro-actively communicate with the Commission and the public about "hot button" issues  | To be discussed on 5/18: There are some items which will inevitably be handled by one particular commissioner and the Councilmember in a particular district   |
| Staff                                 | Build strong relationship with PIO Director for support as issues arise  | Ongoing  |



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**Arts, Culture and Libraries  
May 18, 2017**

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