

1 [Public Information Officer Conduct Standards]

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3 **Resolution establishing standards for the conduct of the City's Public Information**  
4 **Officers.**

5 WHEREAS, The first responsibility of all City employees is to earn and preserve the  
6 trust of the citizens it serves; and,

7 WHEREAS, Public Information Officers are the primary liaisons between the City, its  
8 citizens and the media; and,

9 WHEREAS, Public Information Officers serve a vital public function in our democratic  
10 system of government; and,

11 WHEREAS, It is critically important that Public Information are viewed by citizens and  
12 the media as honest and trustworthy brokers of information and to adhere to the highest  
13 ethical standards in doing so; and,

14 WHEREAS, Deception and disinformation severely damages the public trust and limits  
15 the City's ability to serve the public; and,

16 WHEREAS, ~~The Public Relations Society of America (PRSA) lists as one of its core~~  
17 ~~principles "p~~ Protecting and advancing the free flow of accurate and truthful information is  
18 essential to serving the public interest and contributing to informed decision making in a  
19 democratic society"; now, therefore, be it,

20 RESOLVED, It is the policy of the City and County of San Francisco that its Public  
21 Information Officers and Spokespeople hold themselves to the highest ethical standards,  
22 including:

- 23 1) Advance the free flow of accurate and truthful information to the public and the
- 24 press.
- 25 2) Strive to disclose accurate information, not to hide it from the public.
- 3) Respond in a timely and professional manner to all inquiries by the press and  
public.

1 4) Guard the public trust by disseminating all requested information and avoiding false  
2 representations in accordance with the law.

3 5) Make every immediate effort to retract false and misleading statements made by other  
4 members of the Public Information Officer's department.

5 6) Adhere to the PRSA- National Association of Government Communicators Code of  
6 Ethics.

7 And, be it,

8 FURTHER RESOLVED, That the Clerk of the Board of Supervisors provide this  
9 resolution as well as the PRSA- National Association of Government Communicators code of  
10 ethics to all Public Information Officers and Department Heads, including elected Department  
11 Heads.  
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City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

Tails  
Resolution

File Number: 070138

Date Passed:

Resolution establishing standards for the conduct of the City's Public Information Officers.

May 1, 2007 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Alioto-Pier, Daly, Dufty, Elsbernd, Jew, Maxwell,  
McGoldrick, Mirkarimi, Peskin, Sandoval

File No. 070138

I hereby certify that the foregoing Resolution was ADOPTED on May 1, 2007 by the Board of Supervisors of the City and County of San Francisco.

Kay Gulbengay  
Interim Clerk of the Board

MAY 08 2007

Date Approved

  
Mayor Gavin Newsom