



Marion County Board of County Commissioners

Media and Public Information Handbook

*Marion County
Board of County Commissioners
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PURPOSE

Consistent, timely and prudent release of public information to our citizens and the media is paramount to effective communication. Successfully implemented, this handbook will:

- Improve customer service and efficiency by ensuring expediency, accessibility and immediacy.
- Guarantee consistent, open and honest communication with stakeholders.
- Ensure accurate, clear and comprehensive release of information with a united voice.
- Increase exposure of Marion County's initiatives.
- Enhance credibility and reliability of the Marion County brand and its community messages.
- Reduce duplication of efforts.
- Enable non-public relations staff to focus on their primary roles and responsibilities.

PHILOSOPHY

Marion County government supports and defends the public's right to open government and will make every effort to:

- Simplify complex county issues.
- Foster positive working relationships with stakeholders.
- Promote productive non-partisan discussion of the decision-making process.
- Vigorously and proactively disseminate information about Marion County's services, initiatives and policies to better inform and empower the public and the media.

Marion County government will not withhold, delay or selectively release information to favor any citizen, citizens' group, media representative or media outlet.

SCOPE

This handbook applies to all Marion County departments and employees, effective Oct. 1, 2009. Marion County department directors are responsible for ensuring training and compliance of these guidelines in cooperation with the Marion County Office of Public Information.

These guidelines do not apply to Marion County Commissioners or Marion County Constitutional Offices: the Marion County Sheriff's Office, Marion County Clerk of the Court, Marion County Supervisor of Elections, Marion County Tax Collector or Marion County Property Appraiser.

DEFINITIONS

Marion County Employees: exempt, non-exempt, temporary, part-time, seasonal and contractual employees as well as volunteers of Marion County government. This definition excludes elected officials and Marion County Constitutional Offices.

Marion County Office of Public Information: oversees Marion County's daily media operation; manages the Marion County brand and its community messages; and directs Marion County's public information, public education and public relations programs, campaigns and outreach efforts. The Marion County Office of Public Information serves as a liaison between Marion County's departments and the media and assists reporters in gaining easy access to information. The Marion County Office of Public Information also provides media training for Marion County employees.

Marion County SOURCE (also referred to as SOURCE): a committee of county professionals tasked with establishing and overseeing guidelines for branding, marketing communication, Web pages, public information and media plans and other communication practices. SOURCE will also collectively manage large-scale initiatives, campaigns and projects to more equitably distribute the workload and ensure consistency of the Marion County brand.

Marion County SOURCE Mission Statement: The Marion County SOURCE, a network of county professionals, will serve Marion County government in meeting needs by exceeding expectations, effectively communicating its messages and brand through innovative technology and resources. In order to sustain this mission statement, SOURCE members will follow six core values and remain: Steadfast, Open, United, Responsible, Credible and Engaged.

Public Information Manager (PIM): the Marion County Administrator's designee who serves as the lead spokesperson for Marion County government, directs SOURCE initiatives and manages public information, public education, public relations and public outreach programs. In the absence of the PIM, the public information officer (PIO) serves as the lead agent for Marion County government.

Public Information Officer (PIO): a staff person who reports to the Public Information Manager and creates content for media releases, editorials, articles, Web pages, annual reports, brochures, fact sheets, talking points, speeches and other materials; gives and coordinates media interviews; oversees Marion County's video production capabilities and manages the monthly Marion County e-publication, County Connection, and other projects.

Departmental Public Relations Resources: public relations managers, public information officers, public education specialists, community liaisons, program coordinators and other similar positions assigned to specific departments whose primary or secondary role involves public information, public education, public relations, public outreach or internal and external communication. All departmental public relations resources are required to actively participate in SOURCE activities as part of their normal job duties.

Public Records Coordinator: a department director's designee who coordinates public records requests from citizens for his/her department. This function is "other duties as assigned" as defined in every employee's official job description.

OVERVIEW OF MEDIA RESPONSIBILITIES

All Marion County employees will consider media inquires a top priority and an important part of public service.

Marion County employees will direct media inquires to their departmental public relations resource (if applicable), the Marion County Office of Public Information or their department director for coordination in accordance with the appropriate level of response. Because media professionals often want to interview department directors or other appropriate staff, the departmental public relations resource, Marion County Office of Public Information or department director will coordinate information, set up media interviews, designate other staff to provide interviews and/or serve as a Marion County spokesperson in accordance with the defined level of response.

The departmental public relations resources, Marion County Office of Public Information and department directors will treat media inquiries with immediacy and make an earnest effort to provide the requested information in a timely manner. As a general rule, the departmental public relations resources, Marion County Office of Public Information and department directors will return media calls within one hour of receipt, even if the requested information is not yet available. *(See Appendix A for interview tips.)*

To ensure accuracy and efficiency, the departmental public relations resource, Marion County Office of Public Information or department director will identify the nature of the media inquiry and determine:

- What information is needed?
- Who has the requested information?
- Who is the best person to give interviews?
- Who else needs to be directly involved?
- Who else needs to be aware of the request?
- What are the best mediums to communicate the information (e.g. live, live-to-tape, telephone interview, on-camera interview, in-person interview, hard copy written response, e-mail response, Marion County Web site, etc.)?
- What is the reporter's deadline?
- When does the news agency expect to use the interviews or information?
- What was the end result (i.e. was the coverage fair and accurate)?
- What was the advertising value equivalency?

LEVELS OF RESPONSE

Level I Response (Non-Emergent or Routine Information)

For general departmental information involving verified, non-controversial and non-policy matters, the departmental public relations resource (if applicable) and/or department director may serve as the lead point of contact for the media and the public. The department director may provide the interview and/or identify another appropriate staff member to provide the interview in accordance with his/her comfort level with the topic and scope of the interview. Departments may also refer the media inquiry to the Marion County Office of Public Information for coordination.

The departmental public relations resource or department director will keep a written record of the media contact in real time and notify the Marion County Office of Public Information of when coverage is expected to keep commissioners and senior managers informed. When applicable, the departmental public relations resource and/or Marion County Office of Public Information will track accuracy of media coverage, send electronic copies of media coverage to the Marion County Office of Public Information, upload coverage to the Marion County Office of Public Information database and calculate the appropriate advertising value equivalency of media coverage.

Level II Response (Sensitive, Emergent and Controversial Information and Policy Decisions)

For incidents, issues, initiatives and policies involving sensitive, controversial or emergent information or policy decisions, the departmental public relations resource, department director or most appropriate Marion County employee will contact the Marion County Office of Public Information for coordination and dissemination of information to the public and the media. The Marion County Office of Public Information may take a lead role or delegate another county representative, such as a department director, to take a lead role, depending on the circumstances and availability of resources. This includes but is not limited to:

- Policy decisions of the Marion County Board of County Commissioners or Marion County Administration.
- Serious breaches of Marion County performance.
- Issues that may affect Marion County's public image or citizen confidence.
- Legal claims or lawsuits filed by or against the county or its employees or agents.
- Emergency incidents (e.g. manmade or natural disasters) outside the general scope of emergency response that involves serious bodily injury, death or significant destruction of property.
- Personnel issues such as employee grievances, performance evaluations, reasons for termination, reasons for not hiring and harassment claims.
- Inquiries from national news media, national publications, television/movie production companies, etc.

The Marion County Office of Public Information will notify Marion County Administration, Marion County Commissioners, the Marion County Attorney (when appropriate) and Marion County employees as well as other relevant stakeholders.

The Marion County Office of Public Information will keep a written record of media contact in real time, track accuracy of media coverage, send electronic copies of media coverage to Marion County leaders and employees, upload stories to the established database and calculate the appropriate advertising value equivalency of media coverage using an established database.

Level III Response (Large-Scale Incidents, Initiatives, Projects or Campaigns)

For large-scale incidents (e.g. hurricanes and tornadoes), initiatives (e.g. legislative issues), projects (e.g. ribbon cuttings and grand openings) or campaigns (e.g. fire prevention month), the Marion County Office of Public Information will activate SOURCE to provide resources and assistance as needed. SOURCE members will also actively participate in the on-going creation of County Connection and assist with the creation of other county publications such as pamphlets, annual reports, information sheets, Web site content, presentations, etc. All SOURCE members are required to actively participate in SOURCE initiatives in order to spread the workload and prevent from encumbering any one department.

PRINTED MATERIALS

Media Releases

The Marion County Office of Public Information will disseminate all media releases on behalf of Marion County's departments using a program called Constant Contact. However, departmental public relations resources will prepare media releases for their respective departments and/or divisions and serve as the lead point of contact in accordance with the defined level of response. To ensure consistency, Marion County's departmental public relations resources will not post media releases to RSS Web feeds until after the Marion County Office of Public Information reviews content.

The fire rescue department may issue releases overnights and weekends when needed without use of the Marion County Office of Public Information, and the Tourist Development Council will issue its own releases. No other departments are exempt from this practice unless an unusual and unforeseen circumstance arises. During those unforeseen circumstances, the departmental public relations resources may use Constant Contact to disseminate their information. However, they will also notify the Marion County Office of Public Information within 24 hours, when this occurs.

Departmental public relations resources and the Marion County Office of Public Information will write in AP journalistic style, use active voice, incorporate relevant quotes and verify all information before sending the release to the Marion County Office of Public Information for dissemination. The Marion County Office of Public Information will make final edits to materials to ensure accuracy, consistency and clarity and may make suggestions on how to improve the release. *(See Appendix B for basic AP style guidelines and media release writing tips.)*

The Marion County public information officer will serve as the lead point of contact for media release dissemination. He/she will review all media releases, edit them if needed and release them in a timely manner. The public information manager will serve as a back-up.

As a general rule, departmental public relations resources, the Marion County Office of Public Information or other county employees requesting a media release will ask the following questions to determine whether a topic is newsworthy:

- Is it timely? (e.g. breaking news or relevant events happening right now)
- Is it of human interest? (e.g. public education initiatives or issues that are important to citizens)
- Is it close? (e.g. localization of state or national issues or reporting of local events)
- Does it cause conflict? (e.g. new policy that causes controversy or evokes change)
- Is it unusual? (e.g. Animal Services seizes 432 animals)
- Is it prominent? (e.g. Senator to speak to commissioners)
- Is it visual? (Think photos and/or video opportunities)

Annual Reports

The public information officer is responsible for project management, concept development, copyrighting and photography of the Marion County Annual Report. The annual report will launch the January following each new fiscal year. Annual reports will reflect initiatives from the previous fiscal year (Oct. 1 – Sept. 30), since this is Marion County’s official budget year. Depending on the budget, other publications may replace the annual report concept.

Marion County SOURCE members are responsible for supplying content for their respective departments. The Marion County Office of Public Information may also direct SOURCE members to write and photograph other content for departments that do not have a designated departmental public relations resource.

Other Printed Materials

The Marion County Office of Public Information and the county administrator (when appropriate) will review all content distributed to the public. This will ensure consistency of the Marion County brand and its core community messages. The departmental public relations resources will follow Marion County’s branding policy, Web site guidelines and other communication practices when creating printed materials. The Marion County SOURCE may provide guidance and assistance as needed. This includes all materials created and distributed to the public such as public education materials, pamphlets, programs, invitations, fliers, post cards, departmental annual reports, articles, letters to the editor, guest editorials, official county position papers, advertising copy, direct mailers to the public and billboard copy among other materials. This excludes fliers created for internal purposes.

E-PUBLICATIONS

The Marion County SOURCE will collectively create, manage content for and design the County Connection, a monthly e-publication. Active participation from all SOURCE members is required. The public information manager will serve as the executive editor. The public information officer will serve as the managing editor, and SOURCE members will take turns serving on the County Connection Team (a subcommittee) on an annual basis.

Each SOURCE member is additionally required to submit articles, photos and other relevant content for the e-publication on a monthly basis for his/her department. The County Connection team may also direct SOURCE members to write and photograph content for other departments that do not have a designated departmental public relations resource.

The managing editor and County Connection team are responsible for collectively distributing the workload to ensure SOURCE members and other e-publication contributors meet deadlines. As a general rule, the managing editor will serve as the lead point of contact and lead editor of content. He/she will also work directly with the graphic designer to determine layout and design. The executive editor and county administrator will review all e-publications before distribution to the public and employees.

PSAs, VIDEOS AND BROADCAST MATERIALS

The Marion County Office of Public Information and the county administrator (when appropriate) will review all PSAs, videos and scripts prior to broadcast to the public. This will ensure consistency of the Marion County brand and its core community messages. The departmental public relations resources and Marion County Office of Public Information will follow Marion County's branding policy and other communication practices when creating these materials. The Marion County SOURCE may provide guidance and assistance as needed. This includes but is not limited to PSAs, pod-casts, how-to or recruiting videos, advertisements, etc.

WEB SITE

The Marion County Office of Public Information and the Information Technology Department will work collaboratively to manage Web site content, layout and design as well as ensure consistency, accuracy, timeliness and relevance of information. The Information Technology Department will prepare quarterly reports of Web activity (number of hits) to the Marion County Office of Public Information, and SOURCE members will actively contribute to Web site improvement initiatives. All Marion County Departments will follow the Marion County Web Site Guidelines when updating their department site, ensuring consistency of the Marion County brand and its core community messages.

NEWS CONFERENCES

The Marion County Office of Public Information will coordinate all official news conferences. The Marion County SOURCE may provide guidance and assistance as needed.

MARION COUNTY POINTS OF CONTACT

Marion County Department/Areas of Responsibility	Points of Contact
Marion County Office of Public Information <ul style="list-style-type: none"> - Budget - County Administration - County Commissioners - County Connection (Executive Editor) - Economic Development - Emergency Management - Growth Management Department - Human Resources Department - Media Training - Office of Fiscal Review - Office of Public Information - Office of Sustainable Growth - Procurement Services Department - Publications (Executive Editor) - SOURCE Activities (Chair) - Veterans Services Department 	Heather Danenhower, Public Information Manager Office: 352-438-2310 Cell: 352-789-1734
Marion County Office of Public Information <ul style="list-style-type: none"> - Airport Department - Community Services Department - County Connection (Managing Editor) - Facilities Management Department - Fleet Management Department - Information Technology Department - Media Releases - MSTU Department - Office of Strategic Services - Parks and Recreation Department - Publications (Managing Editor) - SOURCE Activities (Vice Chair) - Sunshine Notices - Video Streamlining - Web Site 	Christy Jergens, Public Information Officer Office: 352-438-2311 Cell: 352-789-2152
Animal Services	Elaine DeIorio, Animal Program Coordinator Office: 352-671-8707 Cell: 352-857-1434
Extension Service	Natasha Masciarelli, Public Information Specialist Office: 352-671-8404 Cell: 352-425-6595
Fire Rescue	Miranda Iglesias, Public Information Officer Office: 352-291-8094

	Cell: 352-572-5191
Fire Rescue	Peveeta Persaud, Public Education Specialist Office: 352-291-8064 Cell: 352-361-7355
Libraries	Karen Jensen, Community Liaison Office: 352-368-4507 Cell: 352-425-4960
Public Safety Communications	Miranda Iglesias, Public Information Officer Office: 352-291-8094 Cell: 352-572-5191
Solid Waste Department	Dennis Slifer, Recycling Coordinator/Safety Officer Office: 352-671-8465 Cell: 352-266-2963
Office of the County Engineer	Barbra Hernández, Public Education Specialist Office: 352-671-8686 Cell: 352-817-7733
Utilities	Nia Haynes, Water Conservation Coordinator Office: 352-671-8791 Cell: 352-572-6299

PUBLIC RECORDS REQUEST POLICY

DEFINITIONS

The Florida Public Records Law (F.S., §119.011(11)) requires Marion County government to make all public records available for inspection and provide copies upon request. Public records are documents, papers, letters, maps, books, tapes, photographs, films, CDs, DVDs, sound recordings, e-mail or other digital files and other materials. In other words, a public record is anything (including electronic documents) that Marion County employees and elected officials prepare, use, receive, retain or create on behalf of Marion County government.

To qualify as a public record, a document must already exist; a request for information that requires staff to compile or create data that does not already exist is not a public record. Work related to Marion County government created on home computers is also subject to Florida's public records laws under certain circumstances.

OVERVIEW OF RESPONSIBILITIES

All Marion County employees will treat public records requests as a priority and accommodate requests as quickly as possible. As a general rule, Marion County government will satisfy public records requests immediately or as soon as possible. If staff cannot immediately provide the record(s), he/she will notify the requestor and make every effort to provide the record(s) within five business days. Only the county administrator or assistant county administrators may extend the five day rule, if a request is unusually detailed or labor-intensive.

Marion County employees will refer all media requests for public records to the departmental public relations resource (if applicable) or the Marion County Office of Public Information. (See pages 10 and 11 for a list of Marion County's public relations resources.)

Department directors are responsible for designating at least two public records coordinators to process all non-media public records requests. However, public records coordinators are most likely personnel who staff the public lobbies. If the public records coordinators are unavailable, the department director is responsible for ensuring that the public records request is processed quickly in accordance with this policy.

Public records coordinators who have questions or concerns about a public records request will immediately contact their department director. The department director will consult the Marion County attorney for unusual requests as well as notify the Marion County Office of Public Information.

All department directors will make a vigorous effort to inform employees about Florida's public records laws, and the Human Resources Department will provide new employees this handbook as part of the orientation process. All personnel assigned to public lobbies will also post the "Quick Guide" at his/her work station and have it easily accessible for all employees who work the front desk areas. (*See Appendix C.*)

PROCESSING PUBLIC RECORDS REQUESTS

Public records requests most often come in written form, via postal service or e-mail. However, neither citizens nor the media are required to put their requests in writing. They also do not have to give their name, address, phone number or reasons for making the request. Simply put, citizens, media professionals and other stakeholders may request public records at any time and for any reason.

Marion County employees are not legally required to change the format of the document into the requestor's preferred format. For example, if the materials are only available in hard copy form, staff is only required to provide the record in hard copy form. However, customer service is important to the Marion County Board of County Commissioners. Therefore, employees will work with the requestor to provide the information in the most convenient format when feasible and if time permits. For example, if a document is only available in hard copy format, an employee could offer to convert the document into a PDF file and send it via e-mail.

Some records are exempt from the public records law and may include: phone numbers and addresses of certain employees; social security numbers and other personal information; medical records; on-going investigations and litigation. If an employee is uncertain as to whether a record is exempt, he/she will contact the Marion County attorney for direction.

The designated public records coordinators, departmental public relations resources or the Marion County Office of Public Information will process most public records requests; however, all employees will abide by the following procedure in the absence of a public records representative.

1. Marion County employees will not ask for identification or impose any conditions that restrict access to any record.
2. Marion County employees will determine and communicate the following with the public records requestor:
 - The nature of the public records request.
 - The format in which the requestor wants the information (e.g. paper copies, electronic files, audio or video DVDs, in person, etc.).
 - The estimated amount of time the request will take.
 - The estimated cost of satisfying the request (see fee schedule on page 14). (Note: If the estimated fee associated with the public records request is significant, employees may ask the requestor to make a down payment prior to processing the request.)
3. Date-stamp the public records request, keep a log within the department, actively track progress, collect money for public records requests (if applicable), provide a receipt (if applicable) and keep a file of invoices and requests.

Authors: The Marion County SOURCE, a network of county professionals, created the Marion County Media and Public Information Handbook in October 2009. The Marion County Office of Public Information is responsible for updating these guidelines to meet the needs of the community and the media. The Marion County Administrator will approve all changes to the handbook (additions, deletions, updates, etc.).

Marion County SOURCE Mission Statement: The Marion County SOURCE, a network of county professionals, will serve Marion County government in meeting needs by exceeding expectations, effectively communicating its messages and brand through innovative technology and resources. In order to sustain this mission statement, SOURCE members will follow six core values and remain: Steadfast, Open, United, Responsible, Credible and Engaged.

Appendix A

Interview Reminders and Tips

INTERVIEW REMINDERS AND TIPS

- When responding to the media, all Marion County employees are considered an official source and representative of the Marion County Board of County Commissioners. Refrain from stating personal opinions that may not coincide with Marion County's official position on an issue.
- Treat media representatives with respect and courtesy. Be prompt, helpful and honest. Do not underestimate a reporter's intelligence or use a condescending tone if a reporter doesn't understand your operation. However, if a reporter is misinformed or has a misconception about your department or subject, politely give the reporter the correct information.
- Anticipate what types of questions the media may ask, make sure you understand each question before answering and be prepared. This will save time as well as ensure accuracy and consistency.
- Speak clearly, slowly and concisely when doing media interviews, stating the facts and the action that Marion County is taking. Note areas of agreement as well as hopes for reconciliation (if applicable).
- Avoid all-inclusive words such as always, never, every, etc. Exceptions are always possible, but *never* say "no comment" or give "off the record" information.
- Do not speculate or gossip. If you do not know the answer to a reporter's question, say "I don't know, but I can find out." If you mistakenly give incorrect or misleading information, immediately contact the reporter to fix the error. If the reporter prints or airs incorrect information, request a correction and ask the reporter to update his/her news archive system.
- Be comfortable with silence. If the media pauses for a long period of time in between questions, this is not a cue to keep talking. Be confident in your message. After you have stated your response, you don't need to keep talking to fill uncomfortable silence.
- Assume all broadcast interviews are being recorded. Do not make gestures or comments that you would not want broadcasted. If you make a mistake during your interview, stop speaking and ask the reporter if you can start over again. Unless the interview is live, this is not a problem because the reporter can edit your mistake.
- Find out ahead of time whether a news agency wants video or photographs to supplement a story and plan accordingly. Remember: news agencies will keep these materials forever and have the ability to use materials more than once. Staff should look and act professionally and all work areas should be tidy.

Appendix B

Media Release Writing Tips

MEDIA RELEASE WRITING TIPS

Departmental public relations resources, the Marion County Office of Public Information and other county staff who prepare media releases will incorporate the five Ws (who, what, when, where and why) when writing media releases. They will also answer these questions: “who cares” and “how”? As a general rule, news releases should follow the “inverted pyramid” writing style and feature the most important information at the top of the release and the least important information is at the end. Remove “there is,” “there are,” “here is,” “here are” and “it is important that” from your vocabulary. These are “empty” subjects, and removing them will engage your reader and improve your writing.

Active Voice

Departmental public relations resources, the Marion County Office of Public Information and other employees who prepare media releases will write in active voice to engage the reader. When a sentence is written in active voice, the subject performs the action.

Active Voice: The board adopted the plan.

Passive Voice: The plan was adopted by the board.

Quotes

Incorporating quotes from department directors or other relevant staff may enhance a media release. However, quotes should contain substance.

Useful, specific quote: The department accomplished all nine of its goals for the budget year and conducted 50 public education seminars on stormwater initiatives, such as Florida-friendly landscaping and proper fertilizer use.

Ineffective, vague quote: The department accomplishes many things and provides multiple programs.

Associated Press Style: The Basics

Addresses: Write addresses as follows: abbreviate St., Ave. and Blvd. when used with a street number; if no street address is used, spell it out. Spell out highway. Abbreviate S.E. and other compass points when used with a street address (e.g. 601 S.E. 25th Ave.), but if used without a street address, spell it out (e.g. The Southeast 31st Street retrofit project).

Months: Abbreviate the months as follows when used with a date: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (e.g. The board reached a decision on Jan. 3). However, spell out the month when used without a specific date (e.g. Renovations will begin in January).

Names: Do not capitalize common nouns (e.g. The department accomplished its goals, and the board voted on six items.) Capitalize proper nouns (e.g. Marion County Fire Rescue completed its 10-year-plan, and the Marion County Board of County Commissioners commended the effort.)

Numbers: Spell out numbers one through nine. However, write the numbers 10 and above in numeral form.

Appendix C

Public Records Requests Quick Guide

PUBLIC RECORDS REQUESTS POLICY – QUICK GUIDE

All personnel assigned to public lobbies will post this quick guide at his/her work station and have it easily accessible for all employees who work the front desk areas. See the expanded public records request policy for more details.

The Florida Public Records Law (F.S., §119.011(11)) requires Marion County government to make all public records available for inspection and provide copies upon request. Public records are documents, papers, letters, maps, books, tapes, photographs, films, CDs, DVDs, sound recordings, e-mail or other digital files and other materials. In other words, a public record is anything (including electronic documents) that Marion County employees and elected officials prepare, use, receive, retain or create on behalf of Marion County government.

All employees will abide by the following procedure:

1. Marion County employees will not ask for identification or impose any conditions that restrict access to any record.
2. Marion County employees will determine and communicate the following with the public records requestor:
 - The nature of the public records request.
 - The format in which the requestor wants the information (e.g. paper copies, electronic files, audio or video DVDs, in person, etc.).
 - The estimated amount of time the request will take.
 - The estimated cost of satisfying the request (see fee schedule on page 14). (Note: If the estimated fee associated with the public records request is significant, employees may ask the requestor to make a down payment prior to processing the request.)
3. Date-stamp the public records request, keep a log within the department, actively track progress, collect money for public records requests (if applicable), provide a receipt (if applicable) and keep a file of invoices and requests.

PUBLIC RECORDS FEE SCHEDULE

• Audio recording (CDs)	\$.30 each
• Color photo printouts (8 ½"x 11" page)	\$.40 per page
• Copies (8 ½"x 11")	\$.15 per page
• Copies (8 ½"x 11") (2-sided)	\$.20 per page
• Copies (8 ½"x 14")	\$.20 per page
• DVDs	\$.65 per DVD
• Labor	See expanded policy