

Adeline Hambley

From: Adeline Hambley
Sent: Tuesday, May 23, 2023 10:53 AM
To: Shannon Felgner
Cc: Alison Clark; Rich Lakeberg; Jessica VanGinhoven; Brian Busscher; Erin Moore; Gwen Unzicker; Jack Jordan; Jason Shamblin; Jennifer Brozowski; Karen Karasinski; Lanae Monera; Lynne Doyle; Marcie VerBeek; Nichole Derks; Patrick Waterman; Paul Klimas; Paul Sachs; Zachary VanOsdol; Marcia Mansaray; Rylie Dorman; Anna Bednarek; Megan Kwantes
Subject: RE: Media Interviews - Procedures Update

Hi Shannon and John,

I wanted to touch base on the procedures and requirements related to press releases, social media, and media interviews that have recently been implemented. I noticed that the Sheriff, Register of Deeds, Clerk, Treasurer, etc. were not included in these requirements. I would assume it is because these positions are created by state statute and have defined responsibility over the operations of their respective departments. Per the Public Health Code, Act 368 of 1978, the local health officer is similarly defined in statute: "The local health officer shall act as the administrative officer of the local health department and may take actions and make determinations necessary or appropriate to carry out the local health department's functions delegated under statute to protect the public health and prevent disease." MCL 333.2428.

As we strive to prevent disease, prolong life and promote public health, it is crucial to communicate directly with the public without delay. Local public health is expected to provide both the media and the public with timely, accurate information and answers about public health, disease prevention, and outbreaks. Per the Local Health Personnel Administrative Code, the Health Officer is "responsible for developing and implementing good administrative practices and policies for a local health department and its programs" R 325.13001. The local health department also has the "powers necessary or appropriate to perform the duties and exercise the powers given by law to the local health officer and which are not otherwise prohibited by law." MCL 333.2433.

As an appointed official with clearly defined statutory authority as well as communication requirements that do not fit into these procedures, the Health Officer position should not be included in the list of officials subject to the new rules. I will continue to work cooperatively with county administration to share media releases, communications, and outbreak information, but as a step to inform, not to approve.

Please let me know next steps to make Alison Clark, the PIO for Public Health, an approver for OCDPH social media accounts.

Thank you,

Adeline Hambley, MBA, PMP, REHS
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**miOttawa Department of
Public Health**

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From: Shannon Felgner <sfelgner@miottawa.org>

Sent: Wednesday, May 10, 2023 11:21 AM

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Subject: Media Interviews - Procedures Update

Good Morning –

As a growing organization, we are transitioning toward centralized communications to ensure consistent messaging and best practices. This system is common, particularly with larger organizations and private industries. Going forward, please coordinate all media interviews with me prior to answering any questions. If a reporter reaches out to you, please take the following steps:

- Ask the reporter to email you their questions and deadline or on-camera need.
- Please forward the deadline and questions (with your answers added) to me for review and approval.
- These reviews will be expedited to ensure Ottawa County is timely and responsive.

In addition, Ottawa County Communications is monitoring and approving additional items, so please (continue to) send drafts of the following work to communications:

- Website updates
- Social media posts
- Press/Media releases
- Newsletters

Thank you for your flexibility as we adapt to the changes. If you have any questions, please feel free to call me, stop in, or reply.

Regards,

Shannon Felgner | *Communications Manager*

Ottawa County

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