

MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION
DRAFT COMMUNICATION POLICY
FEBRUARY 11, 2021

A. Purpose.

To operate in an impartial and transparent manner that reinforces public confidence in the integrity of the redistricting process, the Michigan Independent Citizens Redistricting Commission (“MICRC”) creates a Communications and Outreach Department led by the Communications and Outreach Director. Further, the MICRC adopts the communication guidelines set forth in this policy to assure accuracy in conveying information, identifying appropriate use of communication tools, and fortifying its brand through that Department.

B. Scope.

This policy applies to individual Commissioners, as well as the MICRC, as a whole, and its personnel.

C. Policy.

The MICRC operates according to the constitution and laws of the United States of America, State of Michigan, its Rules of Procedure, and its Code of Conduct. Through verbal, print, or digital communications, the MICRC and its personnel are expected to comply with the highest standards of integrity and professionalism. Individual members of the MICRC and designated staff shall serve as the authorized spokespeople.

As an open and transparent Commission, it is the policy of the MICRC to communicate openly and honestly through diverse communication channels to ensure public awareness and engagement regarding redistricting. This will include conducting statewide public outreach and inviting meaningful public participation in the redistricting process.

1. Media Relations. For efficiency purposes, the Communications and Outreach Department handles and facilitates all media inquiries (verbal, written, or electronic) for the MICRC. The MICRC and its personnel are strongly requested to direct all media inquiries to ensure openness, transparency, and accuracy in communications. The Communications and Outreach Department will coordinate with the appropriate party to address the media request.

2. Presentations. The Communications and Outreach Department coordinates all requests for presentations for the MICRC. The MICRC and its personnel are strongly requested to direct all presentation requests to the Communications and Outreach Department to ensure openness, transparency, and accuracy in communications. Members of the public or groups interested in requesting a presentation should fill out the form on the MICRC website.

3. Spokespeople. The spokespeople for the MICRC solely consist of the individual Commissioners, the Executive Director, General Counsel, and the Communications and Outreach Director.

4. Groups and Networks. The MICRC respects and appreciates the opportunities to work with various resident groups and networks in its quest to maximize engagement from the public regarding redistricting. The MICRC will provide materials on its website that comply with our standards of openness, transparency, and accurate communications for individual residents, resident groups and networks to use in their communication efforts. No external resident, group, or network is an authorized spokesperson for the MICRC.

5. Use of Quotes from MICRC and its Personnel. The Communications and Outreach Department will obtain prior approval to use any quotes from individual members of the MICRC or its personnel in any promotional materials or press releases.

6. Media Releases. The Communications and Outreach Department owns the responsibility for coordinating and disseminating press releases, photo opportunities, and media briefings for the MICRC.

7. Digital Communications (including social media). The Communications and Outreach Department utilizes digital communications to reach a broad, diverse, or targeted audience, i.e., Communities of Interest, to engage in redistricting.

The Communications and Outreach Department retains the right to remove or hide comments that fail to meet the standards outlined in the MICRC Code of Conduct from any of its communication channels.

8. Website. The MICRC website represents a key component for communications and outreach for public engagement. To maximize participation, all content will conform to the State's accessibility guidelines.

9. Email. The MICRC expects its individual commissioners and personnel to use their email for business purposes only.

10. Alerts and Updates. To provide voluntary alerts and updates, the MICRC established an Email and Short Messaging Service for those who opt-in to receive messages. An opt-out option will be available for those who desire to not receive alerts and updates.

11. Branding Requirements. The Communications and Outreach Department serves as the brand custodian and its representations for the MICRC.

Third parties desiring to use the MICRC branding in any form of promotional or advertising material must seek written approval from the Communications and Outreach Director prior to use.

D. Review.

The MICRC reserves the right to review and/or amend this policy at any of its open meetings.

E. Breaches.

Breaches of this policy will be handled in accordance with the constitution and laws for the State of Michigan, MICRC Code of Conduct, MICRC Rules of Procedure, or an adopted action by the MICRC particular to that issue.