



NEW MEXICO

CORRECTIONS DEPARTMENT

Secretary
Alisha Tafoya Lucero

CD-012400 Communications Plan, Media Access, Use
of Social Media

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Alisha Tafoya Lucero, Cabinet Secretary

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AUTHORITY:

Policy CD-010100

REFERENCES:

- A. NMSA 1978, Article 14, Chapter 2, "The Inspection of Public Records Act".
- B. ACA Standards 2-CO-1A-14, 2-CO-1A-18, 2-CO-1A-19, 2-CO-1A-25, 2-CO-1A-26, 2-CO-1A-27, 2-CO-1A-27-1, *Standards for Administration of Correctional Agencies*, 2nd Edition.
- C. ACA Standards 5-ACI-1A-15, 5-ACI-1A-16, 5-ACI-1A-21, 5-ACI-1A-22, and 5-ACI-3D-06 *Performance Based Standards and Expected Practices for Adult Correctional Institutions*, 5th Edition.
- D. ACA Standards 4-APPFS-3A-29, *Standards for Adult Probation and Parole Field Services*, 4th Edition.

PURPOSE:

To improve internal and external modes of communication to promote a better understanding of the New Mexico Corrections Department's vision, mission, goals and objectives.

APPLICABILITY:

New Mexico Corrections Department (NMCD) employees.

ATTACHMENTS:

- A. **Media Inmate Interview** attachment (*CD-012403.A*)

DEFINITIONS:

- A. **Blog**: A web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.
- B. **News Media**: Print, wire service, broadcast reporters and television crews in news gathering for bona fide newspapers, news magazines, and broadcast outlets holding a Federal Communications Commission license.

- C. Page: The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.
- D. Post: Content an individual shares on a social media site or the act of publishing content on a site.
- E. Profile: Information that a user provides about himself or herself on a social networking site.
- F. Public Information Officer (PIO): Staff member responsible for releasing information and approving outward facing material to the media and general public for the department.
- G. Social Media: A category of internet-based resources that integrate user generated content and user participation. This includes, but is not limited to, social network sites, micro blogging sites, photo and video sharing sites, wikis, blogs, and news sites.
- H. Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.
- I. Speech: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, video, or related forms of communication.
- J. Web 2.0: The second generation of the world wide web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.
- K. Wiki: Web page(s) that can be edited collaboratively.

POLICY:

- A. To delineate the channels of communication for delegating authority, assigning responsibility, and coordinating and supervising work. [2-CO-1A-18]
- B. The Department's public information program shall encourage interaction with the public and the news media and shall be reviewed and updated at least annually. [2-CO-1A-25]
- C. Only those individuals approved by the Secretary of Corrections or designee are authorized to officially comment or represent the Department to the public and news media.
- D. The Department shall provide for contact with representatives of the news media and a timely response to inquiries from the public and other governmental agencies. [2-CO-1A-26] [2-CO- 1A-27]
- E. Written policy, procedure, and practice establish the agency's commitment to informing the public and the media of events within the agency's areas of responsibility. The procedures address emergency and nonemergency responses to the media and, at a minimum, include the following:

- The identification of areas in the facility that are accessible to media representatives.
 - The contact person for routine requests for information.
 - Identification of data and information protected by federal or state privacy laws, or federal and state freedom of information laws.
 - Special events coverage.
 - News-release policy.
 - The designation of individuals or positions within the agency authorized to speak with the media on behalf of the agency. **[2-CO-1A-27-1]**
- F. The Department shall allow reasonable access between inmates and the public news media, subject only to the limitations necessary to maintain order and security and to protect inmates' privacy. Public news media requests for interviews and the inmate's consent shall be granted in writing, using only the department's approved inmate interview request form. **[5-ACI-3D- 06]**
- G. The Department shall grant reasonable public news media access to all areas of correctional facilities.
- H. The Department shall permit inmate access to the public news media through written correspondence; inmate-initiated telephone conversations; interview situations during special events; visiting room conversations when the public news media representative is an approved visitor as defined by the facility's visitation procedures; and through random interviews allowed during public news media visits. Arranged inmate interviews, whether in person or on the phone, will be coordinated through the Public Information Officer. Consideration and sensitivity will be given to the victim(s) of the inmate's crime.
- I. Representatives of the public news media shall comply with all institutional rules while at a facility.
- J. The Department reserves the right to monitor and record any interview through the use of Departmental staff and equipment.
- K. The Department is committed to informing the public and the media of events within the Department's areas of responsibility.
- L. To delineate the channels of communication for delegating authority, assigning responsibility, and coordinating and supervising work. **[2-CO-1A-18]**
- a. Intra-Department Communication
- The agency has a structured communication process that facilitates the timely exchange of information with, and between, all levels of employees. **[4-APPFS-3A-29]**
- The Department shall provide a system for two-way communication between all levels of staff and inmates. **[5-ACI-1A-16]**

b. Inter-Agency Communication

Requests from federal, state, and local executives and lawmakers for information about operations or specific inmates shall be responded to promptly by designated facility staff and with due regard to privacy protection statutes. **[5-ACI-1A-21]**



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CD-012401 Communications	Issued: 11/10/97 Effective: 11/10/97	Reviewed:08/05/24 Revised:08/05/24
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PROCEDURES: [2-CO-1A-14]

A. Establishing Effective Communications:

1. Internal Communications: [2-CO-1A-18] [2-CO-1A-19]

- a. The Department Secretary will communicate awareness of the vision, mission, goals and objectives for purposes of delegating authority, assigning responsibility, coordinating, and supervising work, through:
 - 1) The organizational chart.
 - 2) Facility visits.
 - 3) Department head and key personnel meetings (convened at least monthly).
 - 4) Written communications.
- b. The Department will strive to involve every level of staff in the development of policies, plans and objectives and will provide channels for feedback from staff, opinions, ideas and concerns.
- c. The Department's commitment to professionalism and honesty will be demonstrated in management's commitment to the implementation of the Department's vision, mission, goals and objectives and by ensuring that they are reflected in the policies and procedures of the Department to encourage the ethical and professional conduct of the staff.
- d. There shall be regular monthly meetings, between the warden and all their supervisory staff. [5-ACI-1A-15]
- e. Probation and parole region managers and their supervisory staff, employees, and division heads and their key staff members shall have regular meetings, at least monthly. [4-APPFS-3A-29]

- f** The Department shall provide a system for two-way communication between all levels of staff and inmates through the inmate grievance procedures (*CD-150501*) or for PPD the offender grievance procedure (*CD-050301*). **[5-ACI-1A-16]**

2. External Communications: [2-CO-1A-25] [5-ACI-1A-22]

- a** The public information officer will work in concert with the wardens to educate the citizens of New Mexico regarding the department's mission, functions, projects, statistics, goals, accomplishments, challenges, and employee and inmate conduct.
- b** The warden and staff of each facility will develop and provide information to the public information officer on proactive media/community relations stories. These stories are designed to build and maintain positive relations with the media/local community and the public at large.
- c** The department will respond to all requests for information in an accurate and timely fashion pursuant to the Public Records Act, to demonstrate its accountability to the citizens of New Mexico. The Corrections Department will charge a copying fee of twenty-five (0.25) cents per page. **[2-CO-1A-26]**
- d** The department will establish and maintain a web site with pertinent information regarding the department's vision, mission, goals and objectives and supportive information.
- e** The department, at every level, will work to inform the public of its various programs and communicate to the citizens of New Mexico that these programs are in the best interest of public safety.
- f** Requests from federal, state, and local legislators and executives for information about operations or specific inmates shall be responded to promptly by designated staff and with due regard to privacy protection statutes. **[5-ACI-1A-21]**

B. General Guidelines: [5-ACI-1A-22]

- 1.** Wardens will notify the Public Information Officer regarding all scheduled events, a minimum of two weeks in advance, to which the media is invited and any public events in which departmental employees will participate.
- 2.** The department will schedule news conferences as needed to advise and discuss departmental issues and advise the public on criminal justice issues.



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CD-012402 News Media Access to Institutions	Issued: 11/10/97 Effective: 11/10/97	Reviewed: 08/05/24 Revised: 08/05/24
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PROCEDURES: [2-CO-1A-27] [2-CO-1A-27-1] [5-ACI-1A-22]

A. Requests for Access:

1. All news media requests for access will be made through the public information officer. Interviews or visits to the facilities will be approved in writing by the Adult Prisons Division Director. Media will need to provide the length of time requested, the areas to be visited, the time and date, and the activities to be reported and photographed. Requests should be made at least 10 days in advance of visits.
2. The public information officer will obtain clearance for the news media visitor(s) from the facility warden and will coordinate the media visit with that person. The public information officer will coordinate the recording of any interview by departmental staff with departmental equipment, as deemed necessary.
3. Media representatives who request interviews with specific inmates will be required to fill out the media inmate request form. In cases where an inmate has a criminal appeal pending and the interview will cover any aspect of the criminal case, the media will also provide written approval from the inmate's attorney.
4. No release form is required of employees who are given authority by the facility warden to speak to the news media.
5. Members of the news media entering facilities will be required to sign a release and waiver form that will be kept on file at the facility.

B. Invitations to the Media:

1. Each facility should work with the Public Information Officer to invite regional or local news media to tour the facility or cover a special event in accordance with CD-012402. The public information officer will invite press coverage of special events such as graduations, new programs, work programs, special projects, etc.

2. The news media should be given notice at least five days in advance, when possible, of tours or special events. News media representatives should be told to respond to the facility before the event, giving the name(s) of the reporter(s) who will attend and describing the equipment which will be in their possession, for example: camera, recording equipment, or sketching equipment. The department is the final authority for granting clearance to the premises.
3. Facilities are required to participate in the department's public information initiative.

C. Inmate Contact with Media:

1. Requests to interview specific inmates who may have been identified by the news media before access was granted will not be honored unless written permission was previously granted.
2. The facility may authorize a pool of inmates selected by the facility to speak with news media after a tour. The facility may authorize inmates, encountered at random, to speak briefly with the news media during tours or special events.
3. The facility will not prohibit or discourage inmates and news media from exchanging information or answering questions after an inmate interview request form has been filled out and approved:
 - a. Through official mail channels;
 - b. Through telephone contact initiated by the inmate; and
 - c. Through visiting room procedures if the news media member is an official visitor and the interview process will not interfere with the visiting rights of other inmates or the orderly operation of the facility.
4. Inmates conducting interviews with the media will be required to sign the department release form, Inmate Interview Request, *CD-012402.A*, which must be approved by the Director of Adult Prisons and saved in the public information officer's files.

D. Staff Escort:

1. Whenever news media are on the grounds of a facility, they will be accompanied by the public information officer and a senior staff member designated by the warden. .
2. The escort person will ensure that any audio or video or still camera work is done in an observable manner. In over-all crowd situations, where practical, the inmates should be given the opportunity to step out of the picture, if they so desire.

E. Areas to be visited:

In general, the news media may be given reasonable access to all areas of the facility. This may preclude visiting any areas where such a visit would interfere with security operations.

F. Cooperation:

The facility will attempt to accommodate short-notice news media timetables and requests for access for specific stories other than specific inmate(s) interviews. A cooperative approach rather than an adversarial stance is desirable. Time restrictions, staff limitations and reasonableness will mean that not every media request will be honored to the letter of the request. Reasons should be explained to the news media when this is the case.

G. Discretion:

The facility warden and public information officer may determine that the news media's goals and the department's goals may best be met by providing multi-press access times for specific stories, and not by trying to accommodate each individual request for access. This should not be done in a way that hampers the news media's access to the facility in general.

H. Denial of Access:

Access to the facility may be denied when emergency situations have been declared to exist; when the presence of the news media could clearly be disruptive or intrusive in the facility's operation; or when a particular news representative requests such frequent access that orderly operations are impeded.

Physical access to NMCD buildings and inmates will be reviewed on a case-by-case basis. The department reserves the right to deny access.

I. Unusual Requests:

Unusual requests, where continuous or numerous visits are requested, may be denied. Unusual requests including those posing an extra financial burden on the Department, such as the filming part of a movie within a facility, may be granted if the requestor agrees to pay for the extra costs to the Department associated with the access.



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CD-012403 Use of Social Media	Issued: 11/10/97 Effective: 11/10/97	Reviewed:08/05/24 Revised:08/05/24
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PROCEDURES:

- A. Social media will be used to communicate with constituents, gather information, disseminate information, market the efforts of the department, and increase efficiency in business relationships. To encourage effective and appropriate use of the State's IT resources, the following policies are placed in effect:
1. The Cabinet Secretary or designee shall approve a social media plan presented and administered by the public information officer or by a person designated. There will be an official page for NMCD, and no other pages representing the department.
 2. The Cabinet Secretary, public information officer or designee appointed by the Cabinet Secretary will have the authority to change, alter, or post content to the department's social media accounts.
 3. The department may undertake all prudent and reasonable measures to secure the systems it uses for internet communications and the data transmitted by these systems and services, at the direction of the Cabinet Secretary or designee(s).
 - a. Staff shall use the department's social media accounts solely for business purposes and shall conduct themselves in a manner consistent with appropriate behavior standards as established in existing state and departmental policies. All existing State of New Mexico policies relating to intellectual property protection, privacy, misuse of state equipment, sexual harassment, sexually hostile work environment, data security, and confidentiality apply to staff use of the department's social media accounts. Staff must also comply with laws governing political speech.
 - b. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology, records management, and department and state policies.

B. Department Sanctioned Use of Social Media:

1. Department personnel representing NMCD via social media outlets shall:

- a. Conduct themselves at all time as representatives of the department and adhere to all standards of conduct;
- b. Identify themselves as a member or employee of the department;
- c. Not make statements relative to investigations conducted by the department, or comments concerning pending litigation, or otherwise disseminating confidential information that is strictly prohibited;
- d. Not conduct political activities or private business;
- e. Observe and abide by all copyright, trademark, and service mark restrictions in posting material to electronic media.

2. Uses

- a. Social media can be used for community outreach and engagement by;
 - 1. Notifying the public and providing information about upcoming events or public safety campaigns
 - 2. Providing pertinent information for staff and the community (i.e., news releases, employee awarded):
 - 3. Providing information regarding offenders who have absconded and are wanted.
- b. Social media can be used to make time-sensitive notifications related to:
 - 1. Inmate escapes
 - 2. Special events
- c. Social media can be used for:
 - 1. Recruiting
 - 2. Advertising employment positions
 - 3. Publicizing volunteer opportunities
 - 4. Offering training opportunities
 - 5. Following other agencies

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Media Request Form

Date: _____

Name of Media and Reporter: _____

Type of Media: Newspaper ☐ Television ☐ Internet ☐ Magazine ☐ Other: ☐

Location of Interview:

☐ Correctional Facility: Specifically: _____

☐ Probation and Parole Office: Specifically: _____

☐ Central Office Location: Specifically: _____

Requested Date and Time of Interview: _____

Proposed Length of Interview: _____

Name(s) of media members who will be present during the interview/role in the interview/DOB/SSN.

Name of Inmate to be interviewed: _____

Context and subject matter of the interview:

Media Request Review:

Victim Services Staff Review: ☐ Recommend Approval ☐ Recommend Denial

Public Information Officer: ☐ Approved ☐ Denied _____
(print/sign) (date)

Director of Adult Prisons: ☐ Approved ☐ Denied _____
(print/sign) (date)

Comments: _____

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Media Request Form

Inmate Review and Response:

I, _____, have received notice of a pending media request
(Inmate Name / NMCD#)

From _____ on _____. I am aware of my right to
accept or deny this request to have my _____ recorded.
I am also aware of my right to consult an attorney before accepting or denying this request.

I, _____, **AGREE** to the interview and the subject
(Inmate Name / NMCD#)
matter.

Name	Inmate Number	Date
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I, _____, **DO NOT AGREE** to the interview and the
(Inmate Name / NMCD#)
subject matter.

Name	Inmate Number	Date
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I, _____, would like to speak to my attorney. I request
(Inmate Name / NMCD#)
one week to make a decision.

Name	Inmate Number	Date
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