



BERMUDA GOVERNMENT
MINISTRY: CABINET OFFICE

PATI Information Statement

Name of Public Authority: Department of Communication and Information

Introduction:

The Public Access to Information Act gives the public the right to obtain access to information held by public authorities to the greatest extent possible; increases transparency and accountability of public authorities; informs the public about the activities of public authorities, including the manner in which decisions are made, and provides a vehicle for more information to be placed in the public domain on a regular basis.

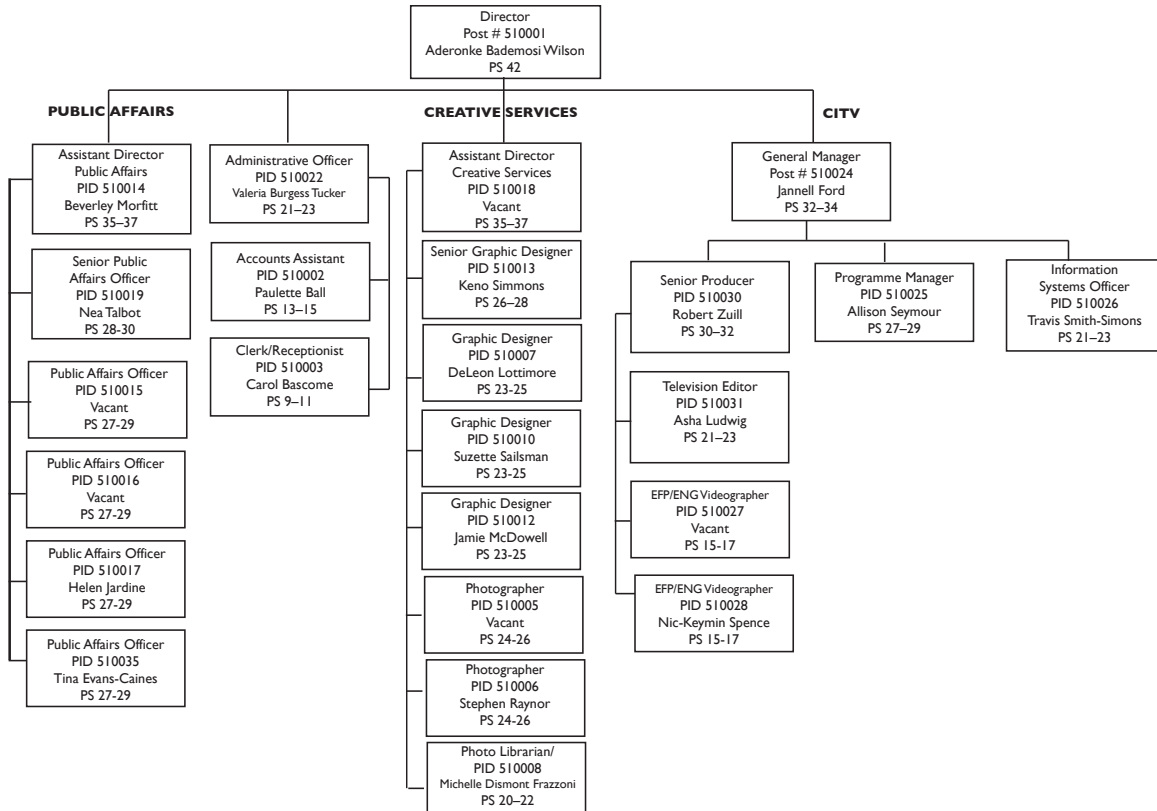
This Information Statement provides the following:

- a) A description of the structure of the Department of Communications and Information (DCI)
- b) A summary of the services provided by DCI
- c) A description of all manuals used by DCI staff to carry out their responsibilities and duties
- d) A description of all policies and guidelines used by DCI to make decisions or recommendations in respect to the clients the department serves
- e) Explanations of how each department within DCI makes decisions relevant to their respective sections
- f) DCI's Mission Statement
- g) The name and contact information of the person to whom all requests made under the Public Access to Information Act should be directed
- h) DCI's office location

Section A: Structure, Organization and Legislation [s5(1)a]

The department has four sections: Administration, Public Affairs, Creative Services and CITV.

**DEPARTMENT OF COMMUNICATION AND INFORMATION
CURRENT ORGANISATION CHART**



Legislation

The Department of Communication and Information operates under policy mandates as determined by the Cabinet Office. There is no Legislative Act that governs the department.

Section B: 1) Functions, powers, duties of the Authority [s5(1)b]

Administration

The Administration section consists of three people: a receptionist, an Administrative Assistant and an Administrative Officer. The receptionist and Administrative Assistant answer to the Administrative officer. The Administrative Officer answers to the Director.

Administrative Section Functions also include:

- answering telephone enquiries;
- providing support services including recording and transcribing business meetings, undertaking research, compiling statistics, compiling and submitting reports and associated correspondence as required;
- maintaining department filing systems;
- preparing local and foreign invoices for payment; and
- Assisting in the preparation of the department budget.

Public Affairs

The Public Affairs Officers perform a variety of duties to assist Ministers and Government House with public relations activities. There are currently five public affairs posts – two of which is vacant – that are supervised by an Assistant Director. With an emphasis on public and media relations, this section coordinates and disseminates government information to the public and provides advice and assistance to Ministers, Ministries and Departments.

The Public Affairs section also:

- Coordinates and disseminates government information to the public;
- Provides advice and assistance to Ministers, Ministries and Government Departments;
- Writes and edits materials;
- Coordinates Work Orders and Photography;
- Plans and implements strategies surrounding pro-active and reactive situations and assesses the success of such strategies;
- Advises Department Heads on the most effective frameworks to manage the flow of projects throughout the year;
- Initiates and implements comprehensive public relations campaigns; and
- Responds timely and appropriately to inquiries from the public and other organisations.

Creative Services

The Creative Services Section in the Department of Communication and Information provides graphic design and photography services and support for all Government ministries, departments and occasionally to quangos.

Creative Services consists of an Assistant Director; a senior graphic designer, three graphic designers, two photographers and a photographer librarian.

The Creative Services section also:

- Provides graphic design and photography services;
- Photographers document Government events, press conferences and courtesy visits for the historical record of the Government of Bermuda; and
- Collaborates with clients to design and prepare for printing/websites including annual reports, books, forms, business cards and other stationery, brochures, flyers, advertisements, newsletters, invitations, event collateral and exhibits.

CITV

The concept for CITV came from the people of Bermuda who asked for a media vehicle that delivered unfiltered information so they could make informed decisions when comparing that information to what was reported in traditional media. Full time posts include a general manager, a programme manager, a senior producer, a television editor, two EFP/ENG videographers and an information systems officer.

CITV also:

- Provides advice, guidance and services to Government ministries and departments;
- Collaborates with clients to produce various programmes on Government initiatives;
- Videographers/producers/editors document Government events, press conferences and courtesy visits;
- Produces, develops, outlines and write scripts for television programmes;
- Produces, develops, outlines and write scripts for public service announcements;
- Provides live television coverage of national and community events;
- Manages internal and external consultations and liaises with local and international agencies in regard to the ongoing operation and development of the television station; and
- Ensures EFP/ENG equipment, cameras, cases, lights, microphones and vehicles within the section are kept in good working condition.

Section B: 2) Obligations under PATI Act [s5(1)b]

To provide an **information statement** for the public and promulgate it [s5],

- To provide **other information** to the public so that the public needs only to have minimum resort to the use of the Act to obtain information [s6]. This includes:
 - General information, e.g. activities of the Authority
 - Log of all information requests and their outcome
 - Quarterly expenditure (upon request) [s6(5)]
 - Contracts valued at \$50,000 or more.
- To **respond to information requests** in a timely manner [s12-16]
- To **track information requests**, and provide this data to the Information Commissioner
- To respond to requests from the Information Commissioner [s9]
- To **amend personal information** held by the Authority that it is wrong or misleading following a written request by the person to whom the information relates [s19]
- To conduct an **internal review** if formally requested [part 5]
- To give evidence for **review by the Information Commissioner** [part 6, 47(4)], or for **judicial review** [s49], if required
- To provide an **annual written report** to the Information Commissioner of the status of information requests [s58 (3)].
- **To do anything else as required** under the PATI Act and subsequent Regulations [s59, 60], including:
 - **Fees** for Requests For Information
 - Management and maintenance of **records**
 - **Procedures** for administering the Act
- To **train staff and make arrangements** so as to facilitate compliance with the Act [s61]
- To **designate one of its officers** to be the person to whom requests are directed [s62]

Section C: Services and Programmes [s5(1)c]

Services:

The Department of Communication and Information's mission is to proactively develop public awareness of Government's initiatives and to disseminate information effectively.

Administrative Section

Provides administrative support and manages the financial and budgeting operations for the office.

The Administrative Assistant and Administrative Officer provide some administrative support and manage the documentation of financial and budgeting operations for the office. The receptionist handles telephone enquiries and serves members of the public who stop by the office for Government brochures and documents, and other information.

Public Affairs Section

Public Affairs Officers organize press conferences, public meetings, special events and write speeches and press releases; respond to media queries and manage or oversee publicity campaigns for Government projects and programmes. The section coordinates the updating of information in the Blue Pages section of the Bermuda Telephone Directory; maintains current biographies of Government Ministers and updates Bermuda information listings in overseas publications. Public Affairs Officers serve on the Ceremonials Committee and assist in the coordination of media for events such as the Re-convening of the Legislature and VIP visits to Bermuda. They also serve on the Emergency Measures Organisation (EMO) and provide crisis communication for the general public (during approaching hurricanes).

Creative Service Section

The section provides advice, guidance and services primarily to Government ministries and departments. However, the public has had, and continues to have, access to the photo library for non-profit use – for example, student projects or images in which they or their family are featured.

Collections of images can be prepared and sent to client departments and/or the public via the DAM for review and downloading. There is no charge for this service.

CITV

CITV advises Government ministries and departments on how best television can be used to promote Government programmes and initiatives. The station also produces educational and culturally-based programming that offers vital information for the health, safety and welfare of our community and programmes that enrich the lives of Bermudians.

Section D: Records and documents held [s5(1)d]

- A detailed and regularly updated asset register of all equipment is kept for Public Affairs, Creative Services and CITV.
- All of the images created and photographed by Creative Services are stored in DCI's Digital Asset Management System.
- All of the projects undertaken by DCI are recorded in the department's Project Tracking System
- All of the videos filmed and programmes produced by CITV are stored in the station's Video Archiving System.

Section E: Administration (all public access) manuals [s5(1)e]

Public Affairs Guidelines for Media Protocol
Year End Financial Instructions
Visual Identity Policy
The Agreement Between The Government of Bermuda and the Bermuda Public Service Union
Conditions of Employment and Code of Conduct
Civil Service Performance Appraisal Handbook
CITV Policy and Procedures Manual
Working with the Department of Communication and Information – A Communications Process Manual for the Government of Bermuda

Section F: Decision-making documents [s5(1)f]

How we make decisions:

Public Affairs

Each Public Affairs Officer has primary PR responsibility for two or three ministries – this includes the Office of the Premier and non-Ministry departments such as Government House, the Judiciary, Audit, Parliamentary Registry, Legislature and QUANGOS. Officers have close working relationships with ministers and department heads to ensure maximum publicity for events and projects.

Most ministry and department projects and initiatives start with the public affairs officer in consultation with ministry and department heads. This then generates work for the Creative Services section and CITV. When the project requires a creative element, i.e. graphic design, photography or involves CITV, the public affairs officer will then meet with Creative and CITV respective officers to map out schedules and a working communications plan with key information on the initiative; the Ministry/department contact persons; aims and objectives; PR recommendations; target audiences, key messages; budget; an action time-frame and a measurement of success is created. The project is logged into a web-based project tracking system which generates a project tracking number and helps to track progress from start to finish.

Public Affairs Officers have regular meetings with their respective assigned Ministry heads. They also conduct daily media scans to identify items that may need Ministerial responses or review.

Creative Services

Most Creative Services projects are generated by the Public Affairs Officers, as part of their Communications Plans. Key initiatives, as outlined in the annual Speech From The Throne, take priority. Creative Services develop, implement and oversee for compliance the Visual Identity Policy. This was developed to put in place a common look and feel for all Government communications, signage, clothing and vehicles.

All projects and jobs are entered on a web-based project tracking system and assigned to a designer/photographer. All requests are responded to within 24 hours. Client meetings are held as necessary and production schedules defined.

All artwork and image files are named using a naming protocol that includes the project number. When completed, all artwork files are transferred to the section's server.

The Photo Librarian keywords all photographic files using controlled vocabulary software before transferring files to the server.

Once on the server, all files are automatically catalogued by a Digital Asset Management system (DAM).

CITV

The Department of Information and Communication team at CITV works with the public affairs officers to determine what is happening in the various ministries and television programmes are then created to inform the public about various Government initiatives.

All projects and jobs are entered on a web-based project tracking system and assigned to a producer or videographer and client meetings are held as necessary and production schedules defined

All of CITV's programmes are digital, so all programmes end up as individual files and are assigned an alpha-numeric code number. The programmes files exist in multiple places. The programmes are first uploaded to the production computer and are then moved to the air server where they reside for the duration of their scheduled air dates. After they have aired, the programmes are taken off the production server and moved to an archived external drive which is stored on site.

CITV has an effective video archiving system which is both reliable and cost effective. After each shoot video is loaded on a computer hard drive. Once a month the entire hard drive is duplicated onto a separate hard drive. The goal is to have copies of all CITV's video on at least two separate hard drives. Once both hard drives are full they are catalogued and stored for future use.

With respect to the purchasing of equipment CITV's policy is to purchase the best quality equipment available that is also consistent with our budget constraints and the requirements of the station's production work. It is important for CITV to keep abreast of improvements in technology and therefore efforts are always made to purchase equipment that allows the station to produce video that meets international standards.

Section G: The Information Officer [s5(1)g]

Valeria Burgess Tucker
Administrative Officer,
Department of Communication & Information
Email address: vbtucker@gov.bm
Telephone: (441) 294-9104

Section H: Any Other Information [s5(1)h]

Locations:

The Administration and Public Affairs sections are located:
Ground Floor
Global House,
43 Church Street,
Hamilton, HM 12.

The Creative Services section is located: on the
Lower Ground Level
Global House,
43 Church Street,
Hamilton HM 12

CITV is located on the
4th Floor, The Berkeley Institute,
26 Berkeley Road (South Entrance),
Pembroke, HM 07

Section I: Any Other Information To be Provided? [s5(1)i]

Section J: Information Statement: Copies and Updates [s5(2,3,4,5)]

Every public authority shall update its information statement at least once a year, and make it available for inspection by the public at reasonable times by [s5(1-5), PATI Act]:

Date Information Statement was updated:

25 March, 2016

Locations of Information Statement:

Confirm copies of Information Statement are available at the following sites:

Office – Yes
The Department of Communication and Information
Ground Floor,
Global House
43 Church Street,
Hamilton HM 12

National Library – Yes

Archives – Yes

Electronically – Yes

Department of Communication and Information Website
www.gov.bm

Website for Public Authority – Yes

Published a notice in the Gazette indicating the places where the information statement is available for the public? - Yes

Information Commissioner – Yes

Sign and Date: