

OFFICE OF THE DIRECTOR GENERAL (PRISONS), CENTRAL J
TIHAR, NEAR LAJWANTI GARDEN CHOWK,
NEW DELHI - 110 064.

Standing Order No. 26

(Guidelines for dealing with the media)

Time and again, it has been noticed that information is being passed on to the media without seeking prior approval of the competent authority regarding various developments in jails. This is being done occasionally by disgruntled elements and, on other occasions, by people who are not authorized to speak on our behalf but, err on the kind of information which should be shared.

Obviously, there is a need for a media policy in our department. In this connection, following guidelines are being issued:

1. No one should speak to the media without seeking approval of the DIG or the DG.
2. If any supervisory officer comes to know about anyone speaking to the media unauthorizedly, the Prison Headquarters should be informed.
3. As a matter of rule, the Public Relations Branch of the Prison Headquarters should get into the habit of issuing press releases in respect of information that the media should normally have.
4. Tendency to feed information to selected sections of the media should be eschewed. It creates bad blood in other sections of the media, who have been deprived of the information, and all tend to come to carry exclusive stories.
5. SCJs should send brief draft press releases about good work done in their jails to the Law Officer, who is also our Public Relations Officer, who should get it approved by DIG / DG and then issue.

O/C

6 Press Releases should be sent by fax or e-mail to various newspapers.

7. Occasionally, the DG or the DIG may feel that bytes need to be given to the electronic media or some panel discussion attended. In such cases, the officer deputed should take a comprehensive briefing on what he has to say and the stand he has to take if there is a contentious issue to be discussed. He should go fully prepared with all aspects of the problem / issue.

Whenever there is an important information to be shared with the media or a clarification to be given, a Press Conference should be organized where all representatives of various sections of the media should be called without resorting to the policy of pick - and - choose. The Press Conference shall be addressed either by the Law Officer, the DIG or the D.G.


(NEERAJ KUMAR)

DIRECTOR GENERAL (PRISONS)

o/c

All SCJs.

U.O. No.PS/DG(P)/2012/10)

Dated: 14.02.2012

Copy to

1. DIG (P).
2. Law Officer.