

Meyers, Robert (COE)

INQ 08-46

From: Meyers, Robert (COE)
Sent: Tuesday, March 25, 2008 2:28 PM
To: 'Victoria Galan'
Subject: RE: Ethics question

Dear Ms. Galan:

Thank you for your request for opinion. As I understand it, you and/or the department's Public Information Officer play a role in the purchasing of radio, TV and newspaper ads to promote special programs and events at the Miami-Dade public libraries across the county. At a minimum, the two of you present proposals to the assistant director, but I gather you may also offer recommendations as well. WEDR is one of the radio stations the library works with and the station wants to assign this account to the spouse of the Public Information Officer. You indicate that the station wants to know whether this assignment constitutes a conflict of interest.

A conflict of interest would be created if the new account representative for WEDR is the spouse of the Public Information Officer as long as Ms. Hamilton maintains some responsibility for presenting proposals for radio, TV and newspaper advertising. Despite the fact the assistant director is the final decision-maker, Ms. Hamilton's recommendations may help shape and possibly influence the ultimate decision by the assistant director. In order to avoid the conflict, I offer two options: 1) Advise WEDR to assign another person to the library account or 2) Revise Ms. Hamilton's job duties so she will no longer provide recommendations and proposals concerning ads the library should purchase to promote your programming and events as long as her spouse is has the library as one of his accounts. The second option is less desirable than the first due to fact an appearance of a conflict would persist if her husband were assigned this account even if the employee's job functions are changed.

If you have any additional questions or wish to discuss, please do not hesitate to contact me at your convenience.

Sincerely,

Robert Meyers, Executive Director
 Miami-Dade Commission on Ethics and Public Trust
 (305) 350-0613

From: Victoria Galan [mailto:galanv@mdpls.org]
Sent: Tuesday, March 25, 2008 11:48 AM
To: Meyers, Robert (COE)
Subject: Ethics question

Dear Mr. Meyers:

One of the roles of the Library System's Marketing/Media Relations Division is to purchase radio, TV and newspaper advertisements to promote our programs and events. Generally, it is me or the Public Information Officer, Vinora Hamilton, who barter the media buys and present the proposals to our assistant director. The assistant director is ultimately in charge of making the final decision to purchase the ad space or radio spot.

One of the radio stations we work with - WEDR/99 JAMZ - is requesting to have Ian Hamilton (Vinora Hamilton's husband) serve as our account representative. They have inquired as to whether this would be a conflict of interest.

Please advise.

Victoria Galan, Public Affairs Officer
Miami-Dade Public Library System
 Marketing, Media Relations and Support Services
 101 West Flagler Street

3/25/2008

Miami, FL 33130
305-375-5180 Phone 305-375-3701 Fax
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