

EAST BAY REGIONAL COMMUNICATIONS SYSTEM AUTHORITY

ADMINISTRATIVE POLICIES

NUMBER

AP 2009-1

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REVISION

SUPERSEDES

SUBJECT

PUBLIC INFORMATION & MEDIA RELATIONS POLICY

APPROVED BY
Resolution # 09-1

EFFECTIVE DATE
February 20, 2009

A. POLICY STATEMENT

PURPOSE:

Foster a cooperative working relationship with the media; utilize the media as a resource for pro-actively communicating with the citizenry on the goals, activities and progress of the EBRCSA.

PUBLIC INFORMATION OFFICER:

The Executive Director shall act as the Public Information Officer (PIO) and adhere to the following policies:

POLICIES:

1. Be pro-active with the media and develop and maintain a media contact list.
2. Provide accurate and useful information to the media in a timely and professional manner.
3. Present information that is consistent with the actions and policies of the EBRCSA Board.
4. Provide Boardmembers with talking points, when requested.
5. Respond promptly to all public records requests, in compliance with the California Public Records Act.

PROCEDURES:

1. Pro-active media contact, media requests and questions will be managed by the Executive Director in communication with the Board.
2. Press releases and/or press conferences will be utilized where appropriate to report on progress, achievements and/or status toward realizing the goals of the JPA.
3. Press releases will be developed by the Executive Director and approved by the Board Chair prior to release and distribution.
4. The PIO shall notify the entire Board of any media contacts and provide copies of all press releases.
5. Board members who are in contact with the media will make every effort to accurately present the position of the EBRCSA. Board members will inform the Executive Director and/or the Board Chair when they have had contact with the media related to EBRCSA business.