

## First 5 Commission San Diego

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Subject: **Media Procedures**

Policy Number: F5C-007

Effective Date: February 10, 2014

Page 1 of 2

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### **Purpose**

To establish a uniform media relations policy for the First 5 Commission of San Diego (“Commission”).

### **Background**

The First 5 Commission of San Diego County, the California Children and Families Commission (“First 5 California”) and other counties’ commissions are working together to develop consistent messages to the public about their missions, goals, and activities.

The Commission has identified raising community awareness of the importance of children’s early development as a priority strategy for achieving Systems Improvement and Community Change in support of the Commission’s strategic initiatives. Media communications are an important component of community education and outreach efforts about Commission activities.

### **Policy**

The Commission is committed to providing to the public full and timely information on the Commission’s activities. The Commission practices an open community education process in order to help build public understanding of its programs, benefits, and services. The Commission recognizes the importance of communicating with and responding to the media in a timely, cooperative, and factual manner. Media communication may occur in a variety of formats, including, press releases, media advisories, public service announcements, media events, interviews, marketing campaigns and advertisements. It is the Commission’s policy that the Commission’s Executive Director or designee serves as the primary contact for media inquiries for the Commission and serves as the primary source for developing information and messages to be conveyed to the media.

### **Procedures**

#### A. Commission Staff

The Commission’s Executive Director or designee will serve as the primary contact for media inquiries, process inquiries as appropriate, and develop the messages to be conveyed to the media.

1. Commission staff will immediately inform the Executive Director of the Commission of all media contacts and media requests.
2. The Commission’s Executive Director may respond to media contacts as necessary when issues such as timeliness, responsiveness, subject matter expertise or language need are a

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Policy Number: F5C-007

Page 2 of 2

factor. The Commission's Executive Director will regularly inform the Commissioners or appropriate County officials of scheduled media events or media contacts.

**B. Commission Members/Technical and Professional Advisory Committee (TPAC)**

1. Commission and TPAC members will immediately inform the Commission's Executive Director of any media contacts related to Commission activities so that a coordinated response can be made once the needs of the media have been established.

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2  
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