

# First 5 Commission San Diego

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Subject: **Media Procedures**

Policy Number: F5C-007

Effective Date: October 6, 2008

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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 (“State Commission”) 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. To the extent that they are consistent with the policy and procedures set forth herein, Commission staff will follow the guidelines established in the County Administrative

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Manuel Item 0040-01 and Media Manual: A How-to Guide for Prop. 10 Communications when preparing media materials.

Commission staff will consult with the State Commission contracted media consultant when preparing media responses, when appropriate.

3. The Executive Director will inform Commission members and the following San Diego County entities of any Commission scheduled media events: the Chief Administrative Officer, the Department of Media and Public Relations, the Board of Supervisors offices, and the Health and Human Services Agency’s Office of Media and Public Affairs.
4. 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 factor. The Commission’s Executive Director will regularly inform the Commissioners of all media contacts.

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

1. The Commission Chair will approve all local press releases. In the event the Chair is absent, the Vice-Chair will approve all local press releases.
2. The Commission Chair will serve as the spokesperson for any local press release. In the event the Chair is absent, the Vice-Chair will serve as the spokesperson. The Chair, or Vice-Chair in the Chair’s absence, may designate the Commission’s Executive Director to serve as the spokesperson or to designate an appropriate spokesperson, taking into consideration the content of the press release, subject matter expertise needed, and language needs.
3. 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.

Sunset Review: December, 2013

Approved:

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|-------------------------|---------------------|
| <u>December 3, 2001</u> | <u>15</u>           |
| Date                    | Commission Item No. |

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| <u>November 1, 2004</u> | <u>8</u>            |
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| <u>October 6, 2008</u> | <u>6</u>            |
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