

## MEDIA POLICY

Only the chief executive officer (CEO) or board president are authorized to speak with the media regarding District policy, matters of security, mishaps and investigations. The CEO may designate employees, and the Board may designate members other than the president, to speak on behalf of the District. The CEO and Board shall collaborate on message development and coordinate who will handle media inquiries.

Employees and board members (other than the president) shall not, on behalf of the District, make statements, provide information for distribution, or provide background information to the media, unless specifically directed to do so by the CEO and/or the Board. In addition, the Board must approve, in advance, any promotional video requests from outside organizations where staff is representing the District

Provided that they have prior permission to do so from the CEO or Board, employees and board members shall speak publicly on behalf of District only in accordance with established public speaking procedures.

“Media” includes reporters for news organizations, blogs, social media organizations, etc., whether for print, television, radio, online, or other medium.

Failure to comply with the District’s media policy shall be grounds for disciplinary action.

## MEDIA INQUIRY PROCEDURES

**Main Contact:** Chief Executive Officer

**Other Contact:** [title]

### **Description**

How to handle inquiries from any media, such as newspaper, radio, TV, cable access, magazine, trade organizations, etc.

### **Background**

The District strives to advance its mission by communicating openly and honestly using consistent messages with its constituents, including the media. It is important for all District staff and board members to reinforce these messages by referring all calls from any media source to the appropriate staff.

### **Procedure**

1. Please refer all calls or visits to the CEO. If the CEO is not available, refer to [title of “Other Contact”].
2. If a contact person is not available, take the following steps:
  - Find out the person’s name and contact information.
  - Find out the nature of the inquiry.

- Let the person know the CEO or another employee will return the call as quickly as possible.
3. Please do *not* offer information to media — even if you know the answer. It is helpful for District that all news contacts be handled by the CEO and documented. Also, it's too easy to get quoted as an organization spokesperson if you volunteer something the person wants to use.

**Key Points To Remember When Dealing with the Media:**

- Be polite.
- Be helpful.
- Find out what the person needs to know and if there is a deadline.
- Don't get drawn into providing information or opinions that you don't have the authority to provide.
- Always inform the CEO of the call for follow-up.