

 <b>Grossmont Healthcare District</b>	<b>Policy No:</b> CH-03 [BOD-17]	Page 1 of 2
	<b>Title:</b> MEDIA RELATIONS	
<b>Policies and Procedures Manual</b>	<b>Last Board Approval Date:</b> 02/06/23	

It is the policy of the District that members of the Board of Directors, contracted consultants, and employees should be aware of their responsibilities in their relations with the news media.

In general, it is District policy to help and stimulate the press--newspapers, magazines, radio, and television--to report and interpret accurately and fairly the GHD story to the public. The District will accomplish this objective by issuing, in a timely manner, professionally prepared news releases and media advisories on matters of genuine news value and public interest. Other materials, such as abstracts or copies of speeches or commentaries presented by District spokes people at public forums, will also be made available to the media as appropriate.

The principal spokesperson for the District Board is the Board President or CEO. In general, media inquiries should be directed to the Board President for response. At the same time, however, as publicly elected officials, all Board members are free to act independently in contacting the media or responding to direct media inquiries. In addition, when serving as committee chairs, Board members will also be treated as spokesperson on programs and activities for which they are responsible.

Whenever any Board member or District employee is contacted directly by the media, it is District policy that they should advise the CEO promptly as to the source and nature of the media contact. The CEO is responsible to the Board for monitoring the news coverage that the District receives. Written press releases or statements to the media must be approved by the CEO or his or her designee and proofed and initialed as to accuracy prior to sending to the media. In making statements to the media, Board members should be alert to the need to qualify in advance their remarks as being "on the record" or "off the record." If statements are not qualified as "off the record" at the outset, it is assumed by the media that everything said is "on the record."

It is the policy of the District that Board members should:

- At all times maintain good relations with the press. Be friendly, polite, and even-tempered. Be truthful and frank.
- Supply factual information willingly and promptly in response to inquiries from the press. Every name, fact, and figure must be accurate. Remember, most reporters are



working against a deadline. “Old news” is unlikely to be published.

- Limit statements to subjects related to District business and the healthcare industry.
- Correct any misstatements and seek to clarify any misunderstandings.
- Refrain from expecting or requesting any preference in treatment of news about the District because the District is an advertiser.