ALAMEDA COUNTY

East Bay Regional Communications System Authority

CONTRA COSTA COUNTY

Participating agencies include Alameda and Contra Costa Counties and the following cities and special districts: Alameda, Albany, Antioch, Brentwood, Clayton, Concord, Danville, Dublin, El Cerrito, Emeryville, Fremont, Hayward, Hercules, Lafayette, Livermore, Martinez, Moraga, Newark, Oakley, Pinole, Pittsburg, Pleasant Hill, Pleasanton, Richmond, San Leandro, San Pablo, San Ramon, Union City, Walnut Creek, East Bay Regional Park District, Kensington Police Community Services District, Rodeo-Hercules Fire Protection District and San Ramon Valley Fire Protection District

AGENDA ITEM 9.2

AGENDA STATEMENT
BOARD OF DIRECTORS MEETING
REGULAR MEETING DATE: February 20, 2009

TO: Board of Directors
East Bay Regional Communications System Authority

FROM: William J. McCammon, Executive Director
East Bay Regional Communications System Authority

SUBJECT: Consider Adoption Resolution Adopting a Public Information & Media Relations Policy

RECOMMENDATIONS:

1. Adopt Resolution Adopting Public Information & Media Relations Policy
2. Review the media contact list and provide the Executive Director with any additional contacts

SUMMARY/DISCUSSION:

At its January 16, 2009 meeting, the Board of Directors established an Ad Hoc Committee to develop a media policy. All Boardmembers were contacted to participate, resulting in the following Committee make-up: Pleasanton Mayor Hosterman, San Pablo City Councilmember McNeil, Danville Town Manager Calabrigo, and Contra Costa Sheriff's Department Communications Officer Lee.

The Committee reviewed media policies from Alameda and Contra Costa Sheriff's Departments, as well as others. Boardmember Calabrigo drafted a policy that was presented to the Committee, which was approved with minor changes. The Committee also felt it was important to have a media contact list available to the Executive Director in order to facilitate the complete and timely distribution of press releases to all media outlets within the two counties.

It is recommended that the Board adopt the Resolution adopting the Public Information & Media Relations Policy as presented and provide the Executive Director with additions to the media list.

RESOLUTION NO. 09-xx

A RESOLUTION OF THE
EAST BAY REGIONAL COMMUNICATIONS SYSTEM AUTHORITY
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RESOLUTION ADOPTING PUBLIC INFORMATION
AND MEDIA RELATIONS POLICY

WHEREAS, the Authority desires to foster a cooperative working relationship with the media and to pro-actively communicate with the public on the goals, activities and progress of the Authority; and

WHEREAS, the Authority appointed an ad hoc Media Plan Committee to consider formulation of a media relations policy for the Authority; and

WHEREAS, the ad hoc Media Plan Committee met and has recommended the adoption of the attached Public Information and Media Relations Policy, which is satisfactory to the Authority.

NOW, THEREFORE, BE IT RESOLVED THAT the Board of Directors of the East Bay Regional Communications System Authority does hereby approve and adopt the attached Public Information and Media Relations Policy.

On motion of xx, seconded by xx, the foregoing Resolution was passed and adopted this __th day of _____, 200_, by the following votes:

AYES:

NOES:

ABSTENTIONS:

ABSENT:

ATTEST: _____
Fawn Holman, Secretary

1197308.1

EAST BAY REGIONAL COMMUNICATIONS SYSTEM AUTHORITY

ADMINISTRATIVE POLICIES	NUMBER AP 2009-	Page 1 of 1
	REVISION	SUPERSEDES
SUBJECT **PUBLIC INFORMATION & MEDIA RELATIONS POLICY**	APPROVED BY Resolution # 09-xx	EFFECTIVE DATE

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.

DRAFT

Primary Media Contact List
(as of 2/20/09)

WIRE SERVICES

Bay City News (BCN)		415-552-8900
	FAX	415-552-8912
		baycitynews@pacbell.net
Associated Press (AP)		415-495-1708
	FAX	415-495-4967
		sanfrancisco@ap.org

PRINT

Contra Costa Times		925-945-4782
		925-945-4780
	FAX	925-943-8362
		ccnpolice@cctimes.com
SF Chronicle		415-777-7100
	FAX	415-896-1107
		metroeds@sfchronicle.com
Tri Valley Herald		925-416-4849
	FAX	925-416-4850
Oakland Tribune		510-208-6450
	FAX	510-208-6477

RADIO

KCBS		415-765-4074
	FAX	415-765-4080
		kcbsnewsdesk@cbs.com
KGO Radio		415-954-8142
KQED		415-864-2000
	FAX	415-553-2118

TELEVISION

KTVU 2		510-874-0242
	FAX	510-874-0182
		newstips@ktvu.com
KRON 4		415-561-8905
	FAX	415-561-8136
		4listens@kron4.com
KPIX 5		415-765-8610
	FAX	415-765-8916
		newsdesk@kpix.com
KGO 7		415-954-7321
	FAX	415-956-6402
		Kgotv.desk@abc.com
NBC 11		408-432-4780 (San Jose office)
		415-276-1100 (San Francisco office)
	FAX	415-276-1330
		newstips@nbc11.com

ADDITIONAL CONTACTS

Metro Network (Joe McConnell)		415-974-1890
	FAX	415-974-1171
KDTV Univision (Spanish)		415-538-8014
		415-538-8002
Channel 48 – Telemundo (Spanish)		408-435-0327
	FAX	408-434-1046
Channel 30 (San Ramon Valley)		925-462-3030
	FAX	925-462-1540

Brentwood-DB Press			925-634-1441
		FAX	925-634-1975
			thepress@pacbell.net
CNN (SF Bureau)			415-438-5000
Crockett Signal	Dan Robertson		510-787-3390
		FAX	510-787-3390
Danville Weekly			925-837-8300, x34
		FAX	925-837-2278
			editor@danvilleweekly.com
			creivich@danvilleweekly.com
KTSF (Cantonese, Mandarin)			415-468-2626
		FAX	415-467-7559
Marin Independent Journal (Gary Klein)		FAX	415-883-5458
Martinez News Gazette			925-228-6400
		FAX	925-228-1536
			mtzgaz@pacbell.net
Reuters			415-677-2541
Sacramento Stations			
KCRA			916-444-7316
		FAX	916-441-4050
KXTV			916-321-3300
		FAX	916-447-6107
KOVR			916-374-1301
		FAX	916-374-1304