

## **Public Communications Policy**

The San Francisco EMA HIV Community Planning Council shall maintain positive media relations and accurate public information messages through designated spokesperson(s), professional media contacts, coordinated and reviewed information, and consistent public relations strategies.

All Council Meetings are open to the public and are conducted in accordance with the San Francisco Sunshine Ordinance.

### **Purpose**

To provide accurate and timely information to the community, media, or others who may request information about the HIV Community Planning Council meetings, activities or planning processes, relating to services supported with CDC and or HRSA funds, or general information about HIV in the San Francisco EMA.

### **Procedures**

#### **Media Contact**

1. All media requests for information shall be referred to the following spokesperson(s):
  - a. The Council Co-chairs or their designee shall serve as the official spokesperson(s) for all inquiries related to the Council, its Bylaws, legislative mandates, priority setting or resource allocation processes, or policies and procedures related to conflict of interest, confidentiality, and grievances.
  - b. A member of the Steering Committee or Council Staff shall serve as the official spokesperson(s) for inquiries related to recruitment, special events or activities, or public information campaigns.
  - c. Council Staff shall serve as the official spokesperson(s) for inquiries related to general operations or logistics, e.g., meeting time, locations, etc.
  - d. All inquiries related to the grant application and award will be referred to The San Francisco Department of Public Health, (the Grantee) for response.
  - e. Inquiries related to HIV epidemiological data or general statistical information for the San Francisco EMA will be referred to the Grantee.
2. Whenever a Council member communicates with the news media, or appears at a public meeting or before another City Department to discuss existing or proposed Council policy, the Council member will make every reasonable effort to explain to the Council's audience whether the Council member is expressing an opinion, view or position that is the individual Council member's or a view, position or opinion of the Council as a whole.
3. Council Staff will track relevant articles and reporting regarding Council business and post links on the Council's website.

### **Marketing or Public Information**

1. All marketing or public information materials developed by a standing committee of the Council shall be reviewed by the Co-Chairs of the respective Committee, or designated representative, prior to publication or posting in the community.
2. All marketing or public information materials not developed by a standing committee of the Council, such as job descriptions, requests for proposals (RFP), public service announcements, or general information shall be reviewed by Council Staff in consultation with appropriate Council stakeholders, as needed, prior to publication or posting in the community.
3. The Council may contract with another provider to disseminate information about the Council and its activities.

### **Press Releases**

1. All press releases for the Council shall be issued by DPH and or Council Staff.
2. All press releases will be disseminated to the full Council in a timely fashion.
3. All press releases will be distributed to the Council's media contact list, which is maintained by Council Staff.
4. All press releases will be posted on the Council's website in a timely fashion.