



MASS MEDIA POLICY

Contact Guidelines

(Board Approved June 11, 2008)

PURPOSE

The purpose of creating guidelines for mass media contact is to ensure that the policies of the Retirement Board are accurately explained and reported, during inquiries made by representatives of the mass media. These guidelines are not meant to restrict the freedom of speech of staff and/or Board members, however; they are highly recommended as a reference for dealing with representatives of mass media.

SPOKESPERSON: RETIREMENT ADMINISTRATOR

The general spokesperson for the Retirement Board and the Association is the Retirement Administrator. The Retirement Administrator is considered the authorized respondent to mass media inquiries. The Retirement Administrator may relay policies and/or practices that have been officially adopted by the Retirement Board. This includes making available any documents that have been presented to the Board, during open session, and are therefore matters of public record.

Neither the Retirement Administrator nor any other StanCERA employee is authorized to speculate as to the intent or motivations of a Retirement Board member or staff. Personal opinions are just that and should be avoided. However, if a personal opinion is provided, the opinion should be identified as such, to the inquiring party.

The Retirement Administrator may, on occasion, delegate the “spokesperson” responsibility to a designated staff member.

NON-INITIATION POLICY

As a general rule, the Association does not initiate any mass media contact without specific Board direction. The Retirement Board Chairperson and Administrator shall review all written press releases for their accuracy. Written or verbal information provided to mass media representatives shall be reported to the Retirement Board, within 24 hours through e-mail, fax, or phone.

RESPONSES TO MEDIA REPORTS

News articles related to the Association, even when positive in content, may provoke concern and misunderstanding from the members and the community. If a news article contains inaccurate information, the Retirement Administrator, or designee will make every effort to contact the author and/or publication responsible and request a retraction or correction. Such instances shall be reported to the Retirement Board.

Editorials or opinion pieces will be addressed to “Letters to the Editor” and will only be submitted following Retirement Board review and approval.