

SAN DIEGO COUNTY EMPLOYEES RETIREMENT ASSOCIATION

MEDIA COMMUNICATION POLICY

I. PURPOSE

The purpose of this policy is to provide the rules for handling requests from the media.

II. RULES

- A. The Board of Retirement Chair and the Chief Executive Officer (CEO) are the authorized positions that may act as SDCERA’s spokesperson to the media. The Board of Retirement Chair and the CEO or his/her designee (Board member, SDCERA staff, contracted consultant) is authorized to issue official SDCERA communications to the media on behalf of the organization.
- B. Board of Retirement members receiving inquiries from media relating to SDCERA business should direct media to the CEO and the Board of Retirement Chair. Board of Retirement members should continue to inform the CEO and the Board of Retirement Chair of any subsequent communications after the initial contact.
- C. Any designee, SDCERA staff, a contracted consultant or a vendor receiving inquiries from media relating to SDCERA business should be directed to the CEO, Communications Manager, and Senior Communications Officer – Public Relations. SDCERA staff, contracted consultants, vendors and designees should continue to inform the CEO of any subsequent communications after the initial contact.
- D. SDCERA statements prepared by the designee on non-routine topics must be reviewed and approved by the CEO prior to release. Designated SDCERA staff is authorized to post approved SDCERA communications on the SDCERA website and other social media platforms.

REVIEW

This policy shall be reviewed by the Board at least every three (3) years and may be amended at any time.

HISTORY

June 2, 1994	Adopted
June 5, 2014	Revised, effective immediately