



MASS MEDIA POLICY

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. This policy is not meant to restrict the freedom of speech of staff and/or Board members.

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 Executive Director, a Retirement Board member or any other StanCERA employee is authorized to publicly speculate on the intent or motivations of a Retirement Board member or the Retirement Board in the aggregate. If a personal opinion is provided, the opinion shall be identified as such, to the inquiring party.

The Retirement Administrator may, on occasion, delegate the 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 that is not publically available through the StanCERA website or contained in a published agenda shall be reported to the Retirement Board Members within 24 hours.

RESPONSES TO MEDIA REPORTS

News articles related to the Association, even when positive in content, may provoke concern and misunderstanding from StanCERA 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 notification to the Retirement Board review and approval.



Policy Review

This Board shall review this policy at least every three years.

Policy History

Adopted by the Retirement Board on June 11, 2008

Reviewed and amended on November 22, 2016

Reviewed and amended by the Board of Retirement

A handwritten signature in blue ink, appearing to read "Rick Santos", written over a horizontal line.

Rick Santos, Executive Director

Approval/Adoption Date: 11/22/16