

San Francisco Bay Restoration Authority

Media Inquiry Process

February 18, 2014

Purpose

The purpose of this document is to provide clear and consistent guidelines for responding to media inquiries about the work of the San Francisco Bay Restoration Authority.

These guidelines will ensure that the messages that reach the public about the Restoration Authority are consistent and accurate; that the best spokesperson for each media opportunity is the one who gets quoted; and that reporters are responded to promptly and effectively. These guidelines will also help to build key relationships with individual reporters that can be leveraged proactively throughout the election cycle.

Lead Contacts

Coordination of media calls related to the Authority should be handled by the Governing Board Chair, Sam Schuchat, or his designee. Questions on any external activities related to a potential campaign should be referred to non-public contacts, and can not utilize public agency resources (staff time, email, phones, etc). Save The Bay has identified Vanessa Barrington as their lead contact for relevant questions.

Authority: Sam Schuchat, Chair, Governing Board
sschuchat@scc.ca.gov Office: 510-286-4185 Cell: 510-469-4430

Campaign: Vanessa Barrington, Editorial and Public Affairs Manager, Save The Bay
vbarrington@savesfbay.org; Office: 510-463-6822 Cell: 415-505-0116

Types of Inquiries:

The following calls should be directed to Governing Board Chair (or designee)

- Questions about the Restoration Authority, it's structure, membership, and history
- Questions about the Draft Expenditure Plan, Conceptual Project List, or other details related to measure preparation, including work with county registrars and local elected officials.
- Questions about the Restoration Authority and its structure and inner workings
- Calls about why the measure is needed and what it will do for the Bay Area
- Calls directly related to the Coastal Conservancy's work or interests

The following calls should be directed to the campaign:

- General calls about the campaign, including stakeholders/supporters
- Calls about who supports the measure

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- Calls about why the measure is needed and what it will do for the Bay Area
- Calls directly related to Save The Bay's work or interests

In some cases, local reporters will reach out to Governing Board and Advisory Committee members or other stakeholders from their communities. We want to encourage that "local voice" to speak on the issues as appropriate, while understanding that each call must be evaluated on a case by case basis. In all cases, the appropriate lead should be notified of the media inquiry.

What to do when you receive a call from a reporter:

1. If a reporter calls, it is perfectly acceptable (and even encouraged) to take a few minutes and call them back. Feel free to say that you can't speak at the moment, but are more than happy to call them back shortly.

Always make sure you get their name, the outlet they write for, their contact information, and ask the following questions:

- What's your deadline?
 - Are you writing about a particular angle or do you have specific questions?
 - How long is the interview and what type of information are looking for from me?
 - Are you interviewing others on this topic?
2. If the inquiry comes via email, reply via email with an offer to help and the above questions.
 3. Based on the reporter's answers to the questions, determine if you are the best spokesperson for the opportunity. If you're not, pass on the reporter's contact information to either Sam or Vanessa.
 4. If you think you are the best contact for the reporter, do the following before calling the reporter back:
 - Perform an internet search for the reporter and outlet, if they are unfamiliar to you. Look at the types of stories the reporter writes, and what they've written lately to determine if there are any potential issues that may arise.
 - Think about the audience for the publication before determining your main talking points, particularly in context of how the Authority's work relates to the publication's readership.
 - From the key message document prepare yourself with 1 to 3 key messages you want to convey to this reporter, with supporting information, data, or opinions of others to bolster your points
 - Have these key messages in front of you and review how you would respond to questions in a way that highlights those messages.