

ECP: COMMUNICATIONS-002 ASUCSD PUBLIC RELATIONS POLICY

Effective Date: January 28th, 2025

Responsible Official/Body: Chief Communications Officer (CCO)/ Office of Communications.

Authorizing clause of Bylaws/Constitution:

- I. ASUCSD Constitution Article II-A § 3(F)(e): *Develop and implement policies which facilitate communications, marketing, public relations and branding for the Association consistent with the Standing Rules.*
- II. ASUCSD Standing Rules Title II § 3.2(A)(b)(i): *Developing and implementing policies, programs, campaigns, and initiatives that facilitate communications, marketing, public relations, and branding consistent with the branding guide of the Association.*

Scope: ASUCSD relations with newspapers, online platforms, and wide-reaching public forums, and it applies to all Association entities, unless stated otherwise within the policy.

Summary: This Executive Communication Policy (ECP) lays out the policies on how communication with external media organizations, including but not limited to *The Guardian*, should be handled.

Purpose: To ensure professional media relations between the ASUCSD and media organizations, along with maintaining a cohesive public image.

SECTION 1 | Public Relations Policies

1. Media organizations shall be defined as any organization which can create or produce content which will be disseminated widely or outside of the Association's internal communication channels, with the intent of reporting and/or publishing a story/message.
 - 1.1. Media organization(s) can refer to a group, an institution, and/or an individual.
 - 1.2. This includes but is not limited to *The Guardian* and *The Triton* which are both UC San Diego student newspapers.
 - 1.3. Any student organization or campus partner may fall into this category given they meet at least one of the following:
 - 1.3.1. Have a history of making public statements and/or reports.
 - 1.3.2. Have the intent to spread news or an opinion about the Association.

2. An “official” (or “ASUCSD official”) shall be defined as any individual that is within the Cabinet, the Senate, a Service, a Commission, an Auxiliary, and in any way affiliated with the Association, through pay and/or the bylaws.
 - 2.1. “Officials” shall be defined as any individuals or group when reasonable.
 - 2.1.1. Officials and official may also be used interchangeably, and both are applicable to any policy within this ECP when reasonable.
3. The Chief Communications Officer (CCO) shall serve as the liaison of contact for media organizations wishing to gather more information about the Association or interview any Association official (including but not limited to Executive Officers, Associate Vice Presidents, Senators, Staff members, Commission members, Auxiliary members).
4. The CCO will refer media organizations to the relevant officials by providing their official ASUCSD email(s) (or their personal email(s) if they do not have an official email).
 - 4.1. The CCO should first ask the relevant official for their consent to have their email given out.
5. The CCO must be looped in/informed on all communications to media organizations.
 - 5.1. This should be done and ensured by both the media organization and the relevant official they are seeking to meet with and/or have a discussion with.
 - 5.2. Prior to the relevant officials meeting and communicating with any media organizations (such as, but not limited to, *The Guardian*), they must schedule a meeting with the CCO to discuss these policies outlined within this document and any other pertinent matters.
 - 5.3. The CCO should be cc’d on all emails (if applicable) and/or be provided with all information discussed between a media organization and the relevant official.
 - 5.3.1. This should occur as soon it is discussed (or however reasonably long it takes to deliver the information to the CCO, based on the speed of electronic communications) and not after either group has made a decision (e.g. scheduling an interview).
6. ASUCSD officials should not speak to off-campus media organizations about ASUCSD matters without first notifying the CCO.
7. Officials should direct reporters and/or media organizations to contact them through their official email if they are contacted through a channel that is not their official ASUCSD email.

- 7.1. If a media organization and/or reporter fails to loop in/ inform the Chief Communications Officer through any initial communication, the official must ask that the CCO be looped in/ informed, or they will have to suspend communication until the CCO is looped in/ informed.
- 7.2. Media organizations should always reach out to the CCO initially.
 - 7.2.1. If the CCO is not reached out to, then officials should inform the CCO, before taking any further action.
8. ASUCSD officials may contact media organizations asking for corrections to what they believe to be factual errors; they may also request the CCO do so on their behalf.
9. Initial contact with media organizations must always be done through email, including requests for phone interviews.
 - 9.1. Media requests made through Facebook Messenger, texting, phone calls, or any platform that is not through email, should only be made with the consent of the official.
10. ASUCSD officials may not provide or make statements on behalf of the Association unless it is contained within a Senate resolution, bylaw, or Memorandum of Understanding.
 - 10.1. When speaking on behalf of some documented statement of the collective Association, you must quote these statements verbatim.
 - 10.2. ASUCSD officials are allowed to make official statements on behalf of themselves, using their ASUCSD titles, when not in cooperation with a media organization but only when done on their own will.
 - 10.2.1. Given they notify and consult the CCO at least 2 hours in advance but preferably 24 hours in advance.
 - 10.2.2. Statements must also clearly state that they are not on behalf of ASUCSD.
 - 10.2.3. These statements may be posted on the official's ASUCSD social media account but cannot be reposted by any other ASUCSD instagram account, unless given permission by the CCO.
 - 10.2.3.1. Any statements posted on any ASUCSD social media platform must contain the sentence "THIS IS A PERSONAL STATEMENT, TITLE IN USE FOR IDENTIFICATION PURPOSES ONLY" verbatim.
 - 10.2.4. Offices, Commissions, Auxiliaries, and Services and/or any other ASUCSD entity cannot make public statements.
 - 10.2.4.1. Unless specified otherwise within the ASUCSD bylaws.
 - 10.2.4.2. SPACES is exempt from this policy.

11. Officials do not need consent from CCO to set up meetings with media organizations but must loop the CCO in/ inform them of every communication with the media organization.
 - 11.1. CCO may delegate responsibility to be looped in/ informed on all communications to a staff member.

SECTION 2 | Press Interview/Comment Request Guide

1. Contacted about interview/ request for comment.
 - 1.1. Loop in/ inform CCO immediately after receiving contact from media organization, if initial contact isn't from them.
 - 1.2. CCO should be looped in/ informed of all communications following this point.
2. Setup meeting with CCO before taking any action with media organization.
3. Following meeting with CCO, set up a time to provide comment or interview with the media organization.
 - 3.1. CCO should be included in scheduling a time to provide comment or meet to interview, alongside the official, so they have the opportunity to attend the meeting as well.
4. During the interview or request for comment meeting, the CCO can provide some clarity on matters related to the nature of the meeting but should limit themselves to providing input, since they are not being interviewed.
5. After the interview, a debrief meeting may be set up if the CCO finds it necessary, in which case the relevant official must attend (given they are provided a feasible time to meet and are attempting, with the intent, to meet with the CCO).

(This is a breakdown and summary of Section 1's policies, these are not additional policies but rather reinstated policies broken down in a concise format for ease of understanding. In case of any discrepancy between Section 1 and 2, refer to the language in Section 1 for clarification on the actual policies)

SECTION 3 | Violation

In the case of any violations of these policies, the following steps will be taken by the Chief Communications Officer.

1. ASUCSD Violation Process

- 1.1. A warning email (and slack message; if applicable) will be sent to the individual or group (both student email and ASUCSD email; if applicable) requesting to fall back into compliance with the policies within Section 1, within a 24 hour time limit once the email is sent.
 - 1.1.1. If they do comply within the 24 hour time limit, no further action would need to be taken.
 - 1.1.2. If they do not comply within the 24 hour time limit.
 - 1.1.2.1. The Chief Communications Officer will file a grievance to the Judicial Board.



***ANY AND ALL QUESTIONS SHOULD BE DIRECTED TO THE
CHIEF COMMUNICATIONS OFFICER***

This document may be edited at the discretion of the Chief Communications Officer (CCO) at any time but in doing so the CCO must inform the Association through both Slack and email, in order for the updated policy to take into effect, and no policy may be applied retroactively to any given circumstance or situation. Afterwards, the CCO must also at the next most immediate Senate and Cabinet or Assembly meeting make note (e.g. inform everyone in attendance) of the updated policy. This policy has no expiration.

