3.5 SIERRA KINGS HEALTH CARE DISTRICT
GENERAL BUSINESS
POLICIES AND PROCEDURES

PUBLIC COMMUNICATION – towards good general business practices for the Sierra Kings Health Care District (referred to as the District).

PURPOSE:
The purpose of this policy is to streamline public/media communication to ensure the quality and accuracy of representation of the District as follows:

- To ensure that the District staff and Board Members respond appropriately to requests for public comment about the District.
- To ensure that public concerns are addressed in a professional and timely manner.

POLICY:
It is the policy of the District that the Board Chair and the Chief Executive Officer be designated as spokespersons for the District. Board members and employees shall refer public communications to either the Boar Chair or the Chief Executive Officer to ensure consistency and appropriateness of the response.

PROCEDURE:

Release of Public Comment to Media

1. The Board Chair and the Chief Executive Officer are the sole individuals authorized to provide public comment on behalf of the District to the media.

2. All requests for public comment about the District's business must be referred to the Board Chair or the Chief Executive Officer.

3. No public comment is to be released to the news media unless released by, or cleared through, the Board Chair or the Chief Executive Officer.

Receiving Public Concerns

1. Individuals in the District's boundaries shall be informed of their right to voice concerns regarding any aspect of District operations. A statement to this effect will appear on the District's website.

2. Concerns may be presented to any District employee or Board member by telephone, email, letter, or in person. The individual with the concern will be encouraged to provide a written description of the concern.

3. All concerns will be investigated by the Chief Executive Officer.

4. The Chief Executive Officer will provide a response, when appropriate, to the person expressing a concern.

5. Concerns will be tracked by the Chief Executive Officer and reviewed with the Board via status reports at each Board meeting.

Written: June 23, 2020