



**SONOMA VALLEY HEALTH CARE DISTRICT  
 GOVERNANCE COMMITTEE MEETING  
 AGENDA  
 TUESDAY, November 15, 2016  
 8:00AM**

**ADMINISTRATION CONFERENCE ROOM  
 347 ANDRIEUX STREET, SONOMA, CA 95476**

AGENDA ITEM	RECOMMENDATION	
In compliance with the Americans with Disabilities Act, if you require special accommodations to participate in a District meeting, please contact the District Clerk, Gigi Betta at <a href="mailto:ebetta@svh.com">ebetta@svh.com</a> or (707) 935.5004 at least 48 hours prior to the meeting.		
<b>MISSION STATEMENT</b> <i>The mission of the SVHCD is to maintain, improve, and restore the health of everyone in our community.</i>		
<b>1. CALL TO ORDER/ANNOUNCEMENTS</b>	<i>Hohorst</i>	
<b>2. PUBLIC COMMENT SECTION</b> At this time, members of the public may comment on any item not appearing on the agenda. It is recommended you keep your comments to three minutes or less. Under State Law, matters presented under this item cannot be discussed or acted upon by the Committee at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up.	<i>Hohorst</i>	
<b>3. CONSENT CALENDAR</b> Minutes from 10.25.16	<i>Hohorst</i>	Action
<b>4. MEDIA RELATIONS POLICY</b>	<i>Hohorst</i>	Discussion
<b>5. ADJOURN</b>	<i>Hohorst</i>	

3.

**CONSENT**



**SONOMA VALLEY HEALTH CARE DISTRICT  
GOVERNANCE COMMITTEE MEETING  
MINUTES  
TUESDAY, October 25, 2016  
8:00AM**

**ADMINISTRATION CONFERENCE ROOM  
347 ANDRIEUX STREET, SONOMA, CA 95476**

AGENDA ITEM	RECOMMENDATION	
In compliance with the Americans with Disabilities Act, if you require special accommodations to participate in a District meeting, please contact the District Clerk, Gigi Betta at <a href="mailto:ebetta@svh.com">ebetta@svh.com</a> or (707) 935.5004 at least 48 hours prior to the meeting.		
<b>MISSION STATEMENT</b> <i>The mission of the SVHCD is to maintain, improve, and restore the health of everyone in our community.</i>		
<b>1. CALL TO ORDER/ANNOUNCEMENTS</b> Meeting called to order at 8:00am	<i>Hohorst</i>	
<b>2. PUBLIC COMMENT SECTION</b> At this time, members of the public may comment on any item not appearing on the agenda. It is recommended you keep your comments to three minutes or less. Under State Law, matters presented under this item cannot be discussed or acted upon by the Committee at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up.	<i>Hohorst</i>	
<b>3. CONSENT CALENDAR</b> Minutes from 7.26.16	<i>Hohorst</i>	Action <b>MOTION</b> by Boerum to approve. All in favor.
<b>4. PROPOSED RESOLUTION FOR ADOPTION OF FACILITIES CONTRACTING POLICY</b> This Policy will go forward for approval at the Board meeting on Thursday, November 3, 2016.	<i>Hohorst</i>	Action <b>MOTION</b> by Boerum to approve. All in favor.
<b>4. ADJOURN</b> Meeting adjourned at 8:30am	<i>Hohorst</i>	

4.

**MEDIA COMMUNICATIONS  
POLICY**

# Sonoma Valley Health Care District And Hospital Media Communications Policy

**DRAFT (1/29/14)**

POLICY #	POLICY NAME	ISSUE DATE	REVISION DATE	DEPARTMENT
	Media Communications			Organizational

## 1.0 PURPOSE

To identify procedures for communicating information to the public and stakeholders through the news media about the decisions, actions and programs undertaken by Sonoma Valley Health Care District and Hospital.

## 2.0 SCOPE

2.1 This policy applies to all media-based public communications for Sonoma Valley Health Care District and Hospital. For purposes of this policy, “news media” will be defined as:

- 2.1.1 Local, regional and national news and feature media, both print and electronic
- 2.1.2 Industry news media and websites
- 2.1.3 SVH/Board website
- 2.1.4 Social media (i.e. Facebook, Twitter)

## 3.0 POLICY

3.1 It is the policy of the Sonoma Valley Health Care District and Hospital to provide accurate and timely information to the media in order to foster and maintain open communications and provide transparency for the media and the public. The District and Hospital also believe it is important to regularly communicate information about Hospital programs and service offerings to community members and stakeholders.

- 3.1.1 The District and Hospital will be accessible to the media and public to respond to inquiries and address issues relevant to its mission, policies and decisions.
- 3.1.2 The District and Hospital will disseminate news and information to the media and public about its decisions, policies and activities in a timely manner.
- 3.1.3 The District and Hospital will respond to media inquiries in a timely manner but with the understanding that the District/Hospital may require time to formulate a response

## 4.0 RESPONSIBILITIES

4.1 The CEO is responsible for ensuring that all communications are in compliance with the Media Communications Policy. The CEO will identify Staff and/or Consultants who will have responsibility for planning and executing District/Hospital communications through the media.

- 4.1.1 In this document, “Hospital Communications” refers both to Hospital Communications Staff and Communications Consultants designated by CEO to work with the media on behalf of District and Hospital.

# Sonoma Valley Health Care District and Hospital Media Communications Policy

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- 4.1.2 Hospital Communications will ensure that District/Hospital external communications, including announcements and press releases, are communicated to the proper individuals and in the proper language that meets with District/Hospital goals, strategies, legal and regulatory requirements and policies. Hospital Communications will determine appropriate media distribution of announcements.

Hospital Communications duties will entail but are not limited to the following:

- 4.1.3 Plan, recommend, implement and report on public communications initiatives that enhance media and public understanding of the District and Hospital and the role each plays in serving the health and wellbeing of the community.
- 4.1.4 Develop and present to District Board an annual communications plan encompassing both public information and marketing communications strategies and initiatives. CEO will report results to District Board as part of monthly reports,
- 4.1.5 Disseminate news to all media about District/Hospital announcements, decisions and initiatives.
- 4.1.6 Maintain current list of local/regional media and key contacts, with information on deadline requirements, for dissemination of District/Hospital news.
- 4.1.7 Maintain Hospital's presence through online media including social media as appropriate.
- 4.1.8 Regularly update information on Hospital website and Facebook page.
- 4.1.9 Assist CEO or District Board members in preparing for media interviews.
- 4.1.10 Provide communications support to Hospital Foundation.

## 5.0 PROCEDURES

- 5.1 Board Chair will have responsibility for identifying and approving all media announcements related to Board decisions and actions.
- 5.2 Hospital CEO will have responsibility for approving all media announcements, including marketing communications, related to Hospital decisions and actions not directly related to District Board decisions or actions.
- 5.3 In matters dealing with issues of community and political sensitivity regarding District and/or Hospital policy or operations, CEO will obtain approval from Board Chair prior to releasing information to media. If media spokesperson is to be someone other than CEO or Chair, CEO will identify designated spokesperson to Board in advance of announcement.
- 5.4 In matters dealing with routine announcements and marketing activity related to Hospital, CEO will have discretion to release information to media through Hospital Communications procedures without District approval, but will provide information to District Board in a timely manner and not later than simultaneous with release of information.
  - 5.4.1 For purposes of this document, routine news announcements include but are not be limited to the following: personnel news, new services, marketing communications, community health programs and participation in community events.

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5.5 Hospital Communications personnel will be made available to the District Board at Chair's request to assist with developing and disseminating Board communications. These requests will be guided by the following:

- 5.5.1 Board requests for Hospital Communications support will be made to CEO.
- 5.5.2 Hospital Communications services will include but are not limited to: writing and disseminating press releases; analyzing issues and recommending strategies and actions; contacting media on Board's behalf; reporting results of media outreach.
- 5.5.3 Hospital Communications personnel will not serve as spokespersons for Board unless requested to do so by CEO.
- 5.5.4 District Board members contacted by the media can access Hospital Communications for assistance with CEO's approval.
- 5.5.5 Media inquiries received by Hospital Communications regarding District policies, activities and announcements will be communicated to the Board Chair and/or Hospital CEO. Hospital Communications will not speak for District Board unless authorized to do so by Chair/CEO. In relaying requests, Hospital Communications will suggest appropriate response to Chair/CEO.

## 6.0 EMPLOYEES

- 6.1.1 Hospital employees are not permitted to make statements to media or through media on behalf of the Hospital and/or Board without authorization from CEO.
- 6.1.2 Employees are not permitted to post materials on Hospital/Board website or Facebook page without authorization from the Hospital Communications member designated responsible for maintaining these media.
- 6.1.3 Employees are not prevented from making personal statements in social media as long as they do not represent themselves as Hospital/Board representatives. Employees must follow Hospital Social Media Policy (#HR8610-300) available from Human Resources.