

# MEDIA BRIEFING POLICY



The Shasta County Health and Human Services Agency’s Public Information Office (PIO) provides the general public and professional journalists with information about the Agency and its work. One tool the PIO uses to share information is media briefings, either in person or online. At these briefings, reporters from media organizations are invited to ask questions of local health officials that relate to the topic of the briefing. Such briefings are only open to participation from media organizations.

A “media organization” is defined as follows: An entity that has as its principal business the regular gathering and reporting of original news for the public, that disseminates its reporting through publicly accessible media, and that has operated continuously for the past two years. A media organization can distribute information in any medium (print, television, radio, electronic, or otherwise) and can exist as any form of business or other entity. We require the applicant to operate or to be employed by a media organization because individuals so engaged are more likely to regularly and broadly disseminate information about the Agency to the public. Participants can satisfy this requirement through readily available documentation or a record of publications.

Those who wish to be considered for participation should submit the following documentation to [HHSA@co.shasta.ca.us](mailto:HHSA@co.shasta.ca.us). Please be advised that representatives of a media organization will not be permitted to participate until compliance with the policy has been verified. Each person participating in media briefings must show:

1. The person operates or is employed by a media organization.
2. To qualify as a “media organization,” there must be evidence presented of the following:
  - i. The entity has as its principal business the regular gathering and reporting of original news for the public.
  - ii. The entity disseminates its reporting through publicly accessible media (print, television, radio, electronic, or otherwise).
  - iii. The entity has operated continuously for the past two years.

Whenever possible, the PIO will provide public access to watch these briefings, either through social media or on its website.