

Cosumnes Working Group

DRAFT Proposed External Communication Policies

Updated: February 4, 2021

Aligned with the [Phase 3+4 Framework Agreement](#) and [Public Outreach & Engagement \(O&E\) Plan](#)

External Communications Representative

The External Communications Representative (Communications Rep) serves as the main point of contact for receiving and responding to requests for information from external entities (members of the public, media, etc.). The Communications Rep has the authorization to speak on behalf of the Cosumnes Subbasin Working Group in a way that is consistent with the [Working Group Framework Agreement](#), the Outreach & Engagement Plan, and the following roles and responsibilities:

- (1) Represent the decisions and positions agreed upon by the Working Group and not express their own or their organization's opinion when representing the Working Group.
- (2) As appropriate, consult and work with the Outreach & Engagement Committee, Working Group, and/or consultants (currently Water Forum, EKI, and CBI) to develop and distribute (or oversee development and/or distribution of) external communications and resources as needed.
- (3) Track media contacts and results.
- (4) Refer the media to the appropriate GSAs for inquiries related to the GSAs' projects or actions.

External Communication Process/Protocols

- (1) As outlined in the Framework Agreement, each GSA is responsible for guiding outreach and engagement efforts within their respective jurisdictions.
- (2) The Working Group has final decision making authority on the Communications Rep position and term.
- (3) Requests from media for Working Group-related comments or appearances should be directed to the Communications Rep.
- (4) When talking to the press, Working Group members are asked to represent their own GSA views only. Only the Communications Rep may speak for the Working Group. Any member may speak about the Working Group.
- (5) Working Group media releases should be developed and distributed by the Communications Rep in coordination with the Outreach & Engagement Committee (or appropriate parties) using a standard media release form developed by the committee. They will be distributed to the Working Group for comment before distribution (excluding generic meeting/event announcements or generic media announcements with previously agreed upon language).
- (6) The Communications Rep will report any media contacts and the results to the group at the next Working Group meeting, or by e-mail distribution if timely reporting is prudent.
- (7) Working Group members should give public credit to the Working Group for contributions to a member or joint action when discussing activities in public or with media.
- (8) Working Group members should notify the Planning Team and Communications Rep if the news media is expected to attend a Working Group meeting.