

**200-30 MEDIA INQUIRIES****PURPOSE**

To provide local California Home Visiting Program (CHVP) sites with requirements and guidelines when responding to media inquiries.

**POLICY**

CHVP sites may conduct interviews with local media and work with their own county Public Information Officers. Alert your CHVP Program Consultant (PC) of any media interviews or inquiries as soon as possible, and include media contact information, topic or questions and date of interview. The PC, in conjunction with the CHVP Communications Team, will determine if the media opportunity requires further involvement at the State level.

Media inquiries include, but are not limited to, television, radio stations, newsletters, Internet websites, social networking sites and publications.

Share with media any relevant CHVP resources, such as program profile, HomeStory series and issue briefs. After the story has run, send a link to your PC.

**PROCEDURE****I. Phone Inquiry**

- A. When you participate in a local media opportunity, follow up with your Program Consultant.
- B. Provide the Program Consultant with your media-related activity (such as “participated in TV interview”) and which media outlet contacted you. Include media contact information, topic, questions and date of interview.
- C. Your Program Consultant will advise you if there will be additional involvement at the State level.

**II. E-Mail Inquiry**

- A. Respond as necessary based on timeframe of story.
- B. Forward the e-mail to your Program Consultant with description of any actions taken on your part.
- C. The Program Consultant will advise you if there will be additional involvement at the State level.