



Agenda Planning Request Form

SSR 25-525a, Att.2.



Instructions

Complete this form for any new or amended Agenda Planning (AP) Request. Each request requires the endorsement of **at least three (3) Directors** (including the requestor). Directors are limited to a **maximum of fifteen (15)** AP requests per calendar year, with no more than two requests made per meeting. AP requests are non-transferrable to any other Director and any “unused” AP requests shall not be carried over to the next calendar year. Requests for presentations by individuals or organizations outside of AC Transit are excluded from the AP request limit.

Prior to making a request, Directors shall make their best effort to discuss the item with the General Manager, a member of his/her Executive Staff or appropriate Board Officer in advance of the Board meeting at which the request will be made.

AP Request Forms are due to the District Secretary no later than 5:00 p.m. on the Wednesday one week prior to the scheduled Board meeting in order for the form to be included in the agenda packet. Email completed forms to districtsecretary@actransit.org

Information

Directors Name	Diane Shaw	Meeting Date the AP Request will be presented:	October 23, 2024
This Request is:	<input checked="" type="checkbox"/> New <input type="checkbox"/> Amended	Include in the GMs Report:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Type:	<input checked="" type="checkbox"/> Action <input type="checkbox"/> Briefing	Expected Staff Report Due Date (if known):	
Discussed w/ GM, Board Officer or Exec Team Member:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

Item Description: (Please be thorough. Attach additional information if needed.)

This Agenda Planning Request is to develop a Media Affairs policy that provides clear instructions for the creation and dissemination of information for communication to all media outlets. The policy sets which designated representatives are authorized to speak on behalf of the District, procedures for handling and responding to media requests, guidelines for issuing news releases, advisories, and protocols for crisis management or topics that could cause public controversy, and the chain of command for addressing these inquiries. The policy would outline the General Manager's existing authority to identify newsworthy events, direct staff for the appropriate development of public-facing content, and provide executive review. The policy should also create guidelines that define certain obligations of frontline and administrative employees, board reports, and board directors to avoid speaking to the media without proper District authorization. The policy would affirm the Media Affairs Manager's authority over all media messaging while upholding the practice of

consulting the Board President for statements, interviews, media-appropriate documents, and matters involving reputational risk. A formalized Media Affairs policy promotes effective communication and ensures the public messaging aligns with the District's strategic goals.

Purpose:

To provide guidance to the board to ensure the message is consistent and supports the overall communications objectives.

What will be accomplished/desired outcome:

As a board we will understand our role in Media Affairs and communications.



For Office Use Only

Information on requested additions by Board Members:

Click or tap here to enter text.

Concurrence By: ☐ Beckles ☐ Walsh ☐ Syed ☐ McCalley ☐ Shaw ☐ Young ☐ Peeples

Tracking Number (if applicable): Click or tap here to enter text.