

SOUTHWEST CALIFORNIA LEGISLATIVE COUNCIL

**The Regional Business Advocacy Coalition of the
Temecula Valley Chamber of Commerce, Murrieta Chamber of Commerce, Lake Elsinore Valley Chamber of Commerce,
Menifee Valley Chamber of Commerce and Wildomar Chamber of Commerce**

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Media Policy Adopted February 2007

The Southwest California Legislative Council (SWCLC) is a regional business advocacy coalition of the Temecula Valley Chamber of Commerce, Murrieta Chamber of Commerce, and Lake Elsinore Valley Chamber of Commerce.

Its mission is to provide a basis for the three chambers of commerce to act on local, state and federal government issues to secure a favorable and profitable business climate for the region.

In an effort to ensure accuracy, consistency, and timeliness, all media inquiries shall be referred to the SWCLC Chair and/or a designated Chamber Executive. The SWCLC Chair and/or the Chamber Executive may designate another spokesperson on a case-by-case basis.

Process

Any individual who receives the inquiry shall ask the reporter for the following information and immediately inform the SWCLC Director of Government Affairs via email or phone:

- Reporter's Name;
- Publication;
- Phone Number;
- What information is needed/requested; and,
- Deadline.

Any individual who receives a media call is not to answer any questions asked by the reporter related to the story in question. If the reporter attempts an interview, the individual should respond by saying, "I am not authorized to speak to you on the matter. I will forward your request to the appropriate party and you will receive a response."

The SWCLC Director of Government Affairs shall then prepare a briefing on the media request, follow up with the reporter in a timely manner if further clarification of the media request is needed and then contact the SWCLC Chair and/or Chamber Executive to prepare them for an interview.

The SWCLC Chair and/or Chamber Executive then contacts the reporter and conducts the interview, communicating key messages. The SWCLC Chair and/or Chamber Executive then informs the Director of Government Affairs whether or not key messages were effectively communicated to the reporter.

No SWCLC Board Member or any other individual may issue information as a representative of the SWCLC or the three chambers to the media without prior authorization by the SWCLC Chair and/or Chamber Executive.