

200-10**POLICY**

Media inquiries and interview requests must be reviewed and approved by the California Department of Public Health Office of Public Affairs (OPA). Maternal, Child and Adolescent Health (MCAH) Communications works directly with OPA on behalf of the state and Local Health Jurisdictions (LHJs). Media inquiries include, but are not limited to, television, radio stations, newsletters, internet websites, social networking sites, and publications.

The LHJ and state staff will have no communication with the media about the MCAH program other than for the gathering of needed approval information until approval is granted by OPA.

PROCEDURE:

- I. Routing a media request:
 - A. Gather pertinent information. This includes the media outlet and reporter name, email and phone number, as well as contact information for the LHJ that has been contacted by the media. Also include the subject of the media request and date request was made.
 - B. Forward gathered information to MCAH Communications at Julie.rooney@cdph.ca.gov or (916) 341-6711.
 - C. MCAH Communications will contact OPA to arrange media approvals. MCAH Communications will log the request on the [Media Inquiries Log](#).
 - D. Once OPA has provided feedback and/or approval, MCAH Communications will alert the MCAH lead representing the LHJ that has requested media interview approval. The MCAH lead is responsible for conveying the OPA response and/or approval to the LHJ.
 - E. It is the responsibility of MCAH Communications to ensure OPA provides a response within 48 hours.
 - F. MCAH Communications will update the [Media Inquiries Log](#) upon completion of the request

RESOURCES

Media Inquiries Log: [\Media Responses\MediaInquiriesLog.docx](#)