

Section 3.4: Media Relations

Adapted from Texas A&M EMS Standard Operating Procedures:

The following guidelines will be followed for the request of any medical or call related information:

1. No personnel shall publicize or release confidential information (Refer to *Policy 9.10: Public Relations* in agency SOP's).
2. Non-confidential call related information which may be released to the Media, Resident Advisors, and Resident Directors includes only the following:
 - a. Location of the call.
 - b. Hospital to which the patient was transported.
 - c. General condition (stable/unstable) of the patient as call was received.
 - d. Number of confirmed patients.
3. Caution should be exercised to NOT disclose the following:
 - a. Information concerning the patient, including assessment of injuries and treatment given.
 - b. Information prejudicial to law enforcement investigations.
 - c. Information not based on fact.
 - d. Information which might be an invasion of privacy, such as a suicide, overdose (OD) psychiatric, etc. In cases of death, Medical Examiners will have to give the exact cause.

The following guidelines will be followed for request for media interviews:

1. Personnel shall refer requests for Media interviews to the Administrator On-Duty, or their delegate. In the event that the Administrator On-Duty is not on-scene or immediately available, ask for the media representative's name and telephone number. Advise the representative that a TAMU EMS representative will return the request as soon as possible.

The following guidelines will apply to all written materials concerning TAMU EMS:

1. Any articles, advertisements, or other written materials developed for publication in local, state, national, or international publications on any matter of this EMS service, or referencing this EMS service directly or indirectly, must have the approval of both the Operations Coordinator and the EMS Manager.
2. Written articles should be submitted to the Operations Coordinator and EMS Manager for editing, review, and approval prior to submission to the Media.