

# PLANNING AND DEVELOPMENT 6.0

## Response to Media Requests -- 6.6

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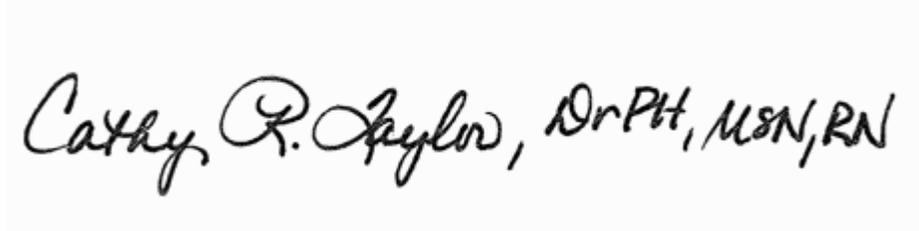
**Date** December 31, 1998

**Issued:**

**Date Last** March 23, 2011

**Revised:**

**Signature:**

A handwritten signature in black ink that reads "Cathy R. Taylor, DrPH, MSN, RN". The signature is written in a cursive style and is centered within a light gray rectangular box.

**By:** Cathy R. Taylor, DrPH, MSN, RN  
Assistant Commissioner  
Bureau of Health Services

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### **POLICY**

The Bureau Office must be informed of all media requests received by health department staff as soon as possible.

### **APPLICABILITY**

This policy applies to Local Health Department, Regional and Central Office personnel.

### **PURPOSE**

Ensure accuracy and uniformity in departmental communications.

### **PROCEDURE**

Upon receiving a phone call from a reporter, the employee should ascertain what the reporter is interested in and, if appropriate, handle the reporter's inquiry to the best of his/her ability. The employee should avoid commenting on anything that is unfamiliar, limiting information to known facts and avoiding opinions on the department's position or rationale. Care should also be taken to avoid the use of slang expressions. If the reporter is requesting information unfamiliar to or outside the scope of responsibility of the employee, he/she should refer the reporter to the appropriate regional office personnel or the Bureau's Office of Communications.

If the inquiry is handled by the employee, the employee should contact the Office of Communications as soon as possible to discuss the inquiry and the employee's response. If regional policy calls for local health department staff to notify the region, it becomes the region's responsibility to contact the Office of Communications. The Office of Communications will notify the Bureau Office and the Commissioner's Office of the contact.

If an employee receives a request for an on camera interview, the employee is to notify the Office of Communications prior to the interview. The Office of Communications will notify the Bureau Office and the Commissioner's Office of the request.

The Office of Communications should be notified of requests for TV/radio talk shows. The Office of Communications will contact the Bureau Office and the Commissioner's Office for scheduling.

Situations which have the potential to draw media attention should be reported as soon as possible to the Office of Communications as they arise. The Office of Communications will notify the Bureau Office and the Commissioner's Office of the situation.

**OFFICE OF PRIMARY RESPONSIBILITY:**

Office of the Director, Bureau of Health Services, (615)741-7305