**Media Management Plan**

**Contents**

[I. Introduction 2](#_Toc438539392)

[A. Purpose 2](#_Toc438539393)

[B. Hospital Information 2](#_Toc438539394)

[II. Preparedness 2](#_Toc438539395)

[A. PIO and Spokesperson 2](#_Toc438539396)

[1. PIO Responsibilities 2](#_Toc438539397)

[2. Spokesperson Responsibilities 3](#_Toc438539398)

[3. Designated Authority 3](#_Toc438539399)

[B. Staging Locations 3](#_Toc438539400)

[C. Media Contacts 3](#_Toc438539401)

[D. Media Requirements / Requests 4](#_Toc438539402)

[III. Response 4](#_Toc438539403)

[A. Initiating Event 4](#_Toc438539404)

[B. Joint Information Center 4](#_Toc438539405)

[C. Media Management 5](#_Toc438539406)

[1. Pre-PIO Activities 5](#_Toc438539407)

[2. Designated Media Locations 5](#_Toc438539408)

[3. Security 6](#_Toc438539409)

[4. News Conference Agenda 7](#_Toc438539410)

[5. Social Media 7](#_Toc438539411)

[6. Advanced Technology Considerations 8](#_Toc438539412)

[D. Patient Considerations 8](#_Toc438539413)

[1. Confidentiality 8](#_Toc438539414)

[2. Photographing Patients 8](#_Toc438539415)

[3. Patient / Family Considerations 8](#_Toc438539416)

[IV. Recovery 9](#_Toc438539417)

1. **Introduction**
2. **Purpose**

The information listed here has been provided to assist the designated Public Information Officer (PIO) and / or those individuals who may be managing PIO activities until the designated PIO arrives. Although it is acknowledged that the PIO conducts activities other than media relations, the primary focus of this plan is to layout preparedness and response activities directly related to media management.

Planned Events

Planned events are more easily managed as the designated and trained PIO will provide media information.

1. **Hospital Information**

[Hospital Name] has developed a flyer (Attachment 1) with general information about our hospital. The flyer includes a site map and specifics regarding bed capacity, specialties, and administration.

The hospital has several offsite locations. In the event of an emergency at one of those locations, media will be directed to speak with a representative from the hospital. See our website for a list of locations [add website link].

1. **Preparedness**
2. **PIO and Spokesperson**
3. **PIO Responsibilities**

The PIO serves as the conduit for information to internal and external stakeholders, including staff, patients, residents, visitors, social media, and the news media, as approved by the Incident Commander (IC). In management of media relations, the PIO should:

* Follow directions from the Incident Commander.
* Establish a designated media staging and media briefing area located away from the HCC and response locations.
* If appropriate to the event, contact external Public Information Officers from community and governmental response partners to ascertain and collaborate public information and media messages being developed by those entities to consistent messaging.
* Develop public information and media messages to be reviewed and approved by the Incident Commander before release to the news media and the public.
1. **Spokesperson Responsibilities**

Depending on the event, the PIO or the IC may not be the designated spokesperson.

A spokesperson is the individual who makes official, public statements for a group or organization. This may be the PIO, the IC, or a medical expert such as the treating physician.

1. **Designated Authority**

[Hospital name] has a designated and trained Public Information Officer as well as a designated Public Relations Department.

| **Name** | **Title** | **Responsibility** | **Contact Info** |
| --- | --- | --- | --- |
|  |  | Primary PIO |  |
|  |  | Alternate PIO |  |
| TBD |  | Management of PIO activities until the PIO arrives |  |
| TBD | Incident Commander | Primary Spokesperson |  |
| TBD | Medical Expert | Alternate Spokesperson |  |

1. **Staging Locations**

In preparation for a media event, [hospital name] has established the following:

* Use of a variety of images that we have prepared and made readily available on [note location].
* Locations for media to park:
	+ Primary location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Alternate location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. **Media Contacts**

[Hospital name] has obtained contact information for local media. We understand the importance of direct contact with media as early on in the response as possible. Media members may want confirmation of the event prior to presenting to the facility. Additionally, they will want to ensure that they are providing factual information to the public.

See [note emergency plan or other location] for contact information.

1. **Media Requirements / Requests**

**Things to think about may be based on the event**

Requirements may include:

* Direction to the area and a defined place to park
	+ pre-identify at least two sites on campus for a media staging / briefing area
	+ an off-site location that can be used if needed
* Parking for satellite transmission capability for live broadcasts – may need security assistance
* Chairs and possibly power for devices if incident is ongoing
* Press kit/press release with basic information

Requests may include:

* An interview with the treating physician
* An interview with the patient’s family
* Hospital PIO phone number
* A medical spokesperson with information about what is occurring and exact updates on patient conditions
* HIPAA compliant photos, videos, other media
1. **Response**
2. **Initiating Event**

There are no hard and fast rules as to when media relations should commence in the case of a real or suspected emergency / disaster event, or a planned event within the hospital or the community.

[Hospital Name] manages all response using the Incident Command System. The PIO should be activated early on to ensure that there is preparation for media response as well as management of rumor control among staff, patients, and visitors. *See [note location] for additional information regarding incident command roles and responsibilities.*

1. **Joint Information Center**

According to the National Incident Management System (NIMS), a JIC:

* Is the physical location where public information staff work together to provide a “single message”
* Provides the structure for coordinating and disseminating critical information
* Allows agencies or organizations contributing to retain their organizational independence - each entity contributes to the overall unified message
* Includes representatives of all players in the response
* Has procedures and protocols for communicating and coordinating with other JICs
* PIO's operate within the parameters of a JIC which establishes policies, procedures, and protocols for gathering and disseminating information.

If the hospital is one piece of the response it will be the hospital PIO who will communicate with the PIO’s from the other responding organizations to develop a “one voice” message. The location of the JIC will be determined by the event and the lead agency. If the JIC is located within the hospital the PIO staging area will be located \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Contact information for response partners is readily available in the [note location].*

1. **Media Management**
2. **Pre-PIO Activities**

Prior to the arrival of the designated PIO, it will be the responsibility of the Incident Commander to manage PIO responsibilities or to designate a temporary PIO. Prior to arrival of the designated PIO, this Plan should be utilized to provide media response information. Additionally, [hospital name] is part of a larger hospital system. If the PIO cannot be reached in a reasonable amount of time, other hospitals in the system may be alerted and a trained PIO may be requested.

Once the designated PIO arrives the temporary PIO will provide detailed information regarding the event and the current media response.

1. **Designated Media Locations**

It is not the intent of [hospital name] to corral media representatives. We understand that if timely and accurate information is not readily available, they may find it elsewhere. Media members have also expressed that *the story isn’t always where you want the story to be*. It will be important for the PIO to regularly communicate with security staff members regarding what is happening in and around the facility to ensure that the media are provided with timely and accurate information.

It is acknowledged that the locations listed below may or may not be available based on the event. If another location is needed, the IC / HCC will determine the location.

* + - * External briefing area:
	+ Primary location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Alternate location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		- * Internal briefing area:
	+ Primary location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Alternate location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Offsite Locations

The hospital has several offsite locations. In the event of an emergency at one of those locations, media will be directed to speak with a representative from the [designated facility / department].

Length of Response

If media will be on site more than a few hours, there may be a request for a place to plug in phones and tables to set up a work area. The HCC will determine if any logistical support should be provided (e.g. food, beverages, designated rest facilities, telephones, electrical power for their equipment, telephones).

1. **Security**

***Security should be alerted and provided a briefing once it’s determined that media are likely to arrive.***

[Hospital Name] requires that all contacts from the media be referred to the Public Relations department. No one at any level should engage the media in any way unless working directly with a member of the Public Relations department.

All media requests should be directed to:

| Name | Title | Contact Information |
| --- | --- | --- |
| [primary] |  |  |
| [alternate] |  |  |
| [alternate] |  |  |

Unannounced Media

If media present to the hospital unannounced, the Public Relations Advisor will be called to take their questions and provide answers. If they come into the hospital and do not ask for Public Relations, Security will be called and Public Relations will be called at that point. At no time will media members be allowed to impact patient care or disrupt hospital business.

Media Identification

As with others from the community (clergy, contractors), the media will need to provide valid proof of identification (an employer identification or a press badge if they have one).

1. **News Conference Agenda**

When dealing with the media during a planned event or a disaster / emergency, it is important to use them to your advantage. Be sure to include in your message information that helps you, for example: current patients are safe, modified traffic flows, visitor restrictions, suspended services, etc. Mention that we practice for these things – drills, etc.

Basic elements of a news conference agenda generally would include (*with appropriate PIO / Spokesperson*), based on the event:

* **Information limitations.** What we will and will not discuss. This should be stated at the beginning.
* **What happened?** Opening remarks to provide confirmed and appropriate facts of the event, number affected, etc. If there is not much information available at the time, provide background information – e.g. if there is a case of Ebola, provide general information on Ebola.
* **What’s being done?** Steps taken and planned to manage the event.
* **Questions and Answers**.
* **Time of the next conference OR statement that there will be no further conferences and the reason**. Regular media briefings may prevent media members from seeking out the story from alternate sources.

Prior to publication, the hospital should ask for a fact check to ensure information is correct. They will not provide a review of the article/story, but will confirm factual information.

1. **Social Media**

Social media includes all means of communicating or posting information or content of any sort on the Internet.

In today’s world social media is often aware of an event before traditional media. Depending on the event there may be a need to monitor and respond to social media rumors. This will be managed by the PIO as instructed by the Incident Commander.

During an event, staff members should be reminded of their responsibility related to social media and the hospitals’ Social Media Policy [policy number]. Internal communications to staff should include HIPAA requirements regarding patient confidentiality.

1. **Advanced Technology Considerations**

The FAA now allows media organizations to fly unmanned aircraft in pursuit of information gathering. Media organizations must file an FAA request for each flight prior to obtaining any aerial photographs.

Additionally, private citizens may also obtain aerial photographs using unmanned aircraft technology that can then be shared with the media or on social networks.

*Note: as new technology, this is subject to any FAA change in regulation.*

1. **Patient Considerations**
2. **Confidentiality**

[Hospital Name] will not provide any patient specific information without authorization from the patient. If the patient is unable to authorize release, a personal representative (e.g. power of attorney, court appointed custodian, parent or guardian of a minor, or other individual authorized by state law to represent the patient) may do so.

1. **Photographing Patients**

 [Hospital Name] will make reasonable efforts to protect the confidentiality of patient information in the form of photographic material. Media requests will be coordinated with Public Relations who will ensure that patient and staff rights are maintained.

All forms of photography / videotaping of patients, residents, and staff members by family members or visitors is restricted to ensure compliance with patient confidentiality laws and the protection of personal privacy rights.

No permission is needed to take photos in a public area. Media does not need a signed release to print anything said in a public forum. Although both of these statements are correct, private areas of the hospital, which are private property, will be managed as stated above.

1. **Patient / Family Considerations**

Family members may want to be part of the story as it may give them a sense of control. The PIO may provide information to the family regarding media requests.

If media members are discovered in the hospital because they were contacted directly by a patient or family member, the [Public Relations Advisor] will be called and will attempt to take their questions and provide answers.

At no time will media members be allowed to impact patient care or disrupt hospital business.

1. **Recovery**

All emergency response ends in a recovery period. The PIO or JIC will provide information related to the status of the event and how the response is de-escalating. Recovery actions will include a final media briefing that provides situation status and appropriate patient information.

*Refer to the [hospital emergency plan location] for additional recovery actions.*