

## Community Hospital **MEDIA POLICY**

Members of the media are welcome to visit Colorado West Healthcare System, dba, Community Hospital (CH). We ask that you please contact the Marketing and Communications Department in advance so that you will have access to the departments and people necessary to complete your story.

Policy does not allow individual staff to be interviewed without prior approval from the communications office. Community Hospital can comment on policies and issues regarding nursing care, emergency services, occupational medicine, surgical services, imaging and radiology, laboratory services, rehabilitation and therapy services, surgical weight loss, medical and radiation oncology, labor and delivery, midwifery and OBGYN services, nutrition and diabetes education and many other health-related topics. CH cannot comment on details pertaining to a specific patient or personnel matters. Senior leadership at CH is open to talking with reporters, but generally will refer questions to the communications office, unless arranged in advance. Employees of CH and security staff will also notify the communications office when media crews or reporters are on the premises. Advance notice to the marketing and communications department of a visit will assure that you will have little trouble obtaining interviews and access.

When interviewing management staff members, please be aware that the opinions and views expressed do not necessarily reflect the official stance of CH. For an official statement regarding the hospital's position on a certain topic or issue, please contact the Chief Marketing/Communications Officer.

For the safety and privacy of our patients, photography or videography is expressly prohibited without the prior approval of the communications department. We are willing to assist reporters, photographers, and videographers in accessing these areas for story footage, file photos, interviews, and B-roll, but need to make arrangements in advance with the management staff members in charge of the area during a media visit.

The communications department will also work to provide access to the media and community for production of commercials, television shows, movies, and documentaries. Special arrangements can be made to provide educationally related props. Commercial production companies and non-news related media personnel **MUST** contact the marketing and communications office prior to a visit.

**During an emergency, the CEO of Community Hospital, a designated representative of the hospital or ANY law enforcement or fire personnel can prohibit public (thus media) access to the premises. In the event of evacuations or emergency, the marketing/communications staff will establish a secondary location for the dissemination of information. Every attempt will be made to provide safe, legal, accurate and quick access to information and photo/video locations.**

President/CEO



Chief Marketing/Communications Officer

