

Media Releases and Public Speaking

Policy:

The Public Information Officer under the supervision of the Director of the Denton County Health Department will be responsible for writing news releases, coordinating interviews, and/or public speaking requests.

Procedure:

- Requests for information from the media will be directed to the Public Information Officer. If not available, the requests should be referred to the Health Department Director.
- The Public Information Officer will then notify the Director as appropriate.
- Any staff member who is designated to speak to the media should collaborate with the Public Information Officer to establish a clear message that reflects Denton County's position regarding the topic. No employee or volunteer of the Denton County Health Department will represent the agency or provide information to the media without prior authorization from the Director of the Denton County Health Department.
- The Public Information Officer is responsible for writing and distributing news releases. Information related to a specific topic or a specific department should be provided to the Public Information Officer as soon as possible for the development of media-related documents.
- Any time a representative of the media is on-site or at a health agency clinic off-site where the agency is ultimately responsible, media representatives will not be allowed to interview or photograph patients without written permission for that individual.
- If a photographer or camera operator wants to shoot random pictures of a clinic, an announcement must be made to all in the area in question before any pictures can be taken. These procedures ensure the client's confidentiality is protected.
- Requests for interviews should be forwarded to the Public Information Officer who will coordinate the scheduling so that individuals will not be overburdened or asked to discuss a topic in which they are not well versed.
- I grant the Denton County Health Department permission to use my likeness in a photograph in any and all publications, including website entries, without payment or any other consideration.
- I understand and agree that these materials will become the property of the Denton County Health Department and will not be returned.

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Seth Allen Roberts	1/11/2012 1:43:42 PM
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Volunteer Name Date Accepted