

**HACKETTSTOWN REGIONAL MEDICAL CENTER
ADMINISTRATIVE POLICY MANUAL**

MARKET COORDINATION FOR RELEASE OF INFORMATION

Effective Date:	04/1996	Policy No:	PR03
Cross Referenced:		Origin:	Public Relations
Reviewed Date:	07/97, 02/05, 02/11	Authority:	Executive Director
Revised Date:		Page:	1 of 2

POLICY

All information from either the hospital or entity using the hospital name/logo directed to the hospital's customers for the primary purpose of marketing, advertising or providing public relations must receive editorial and design approval from the Marketing Department of the hospital.

All written and verbal information communicated to the hospital's customers should accurately represent the philosophy, mission, and vision approved by the Board of Directors. The release of information to customers should be accurate and be integrated into a planned strategy to properly inform them at the proper time.

NEWS MEDIA

Contacts

All newspaper, radio, television or other media contacts must go through the Marketing Department unless staff has received prior approval from the department to be the spokesperson. Media requests made after business hours should be directed to the hospital operator on duty who will notify the Administrative Director of Marketing or the Administrator-on-Call. One exception: If a media representative is asking for a patient's condition, the Nursing Supervisor on duty after hours or on weekends/holidays may provide the information following guidelines outlined in PR05.

PRINTED MATERIAL

Editorial and Design Comment

All written material using the hospital name and/or logo or involving a department of the hospital including, but not limited to, press releases, brochures, newsletters, flyers and letters directed to the hospital's customers informing them about services and programs available through the hospital or on its campus require editorial and design approval from the Marketing Department prior to printing and distribution.

Draft materials approved by the administrative director should be given to the Marketing Department at least thirty (30) days prior to the final due date for printing and distribution unless otherwise noted. The Marketing Department will review the material and provide written comments if necessary. Disagreements on editorial changes or comments made by the Marketing Department must be resolved prior to printing and publication. Any problems that cannot be resolved between the parties will require requesting the President and Chief Executive Officer of the hospital to review and make a final decision.

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Time Line

The scheduled publishing date for press releases, newsletters, brochures, flyers or other materials must be coordinated through the Marketing Department. Every department, cluster or service that plans to publish a newsletter, print a brochure or other material must submit a plan at least thirty (30) days prior to the beginning of the calendar year specifying the dates for publication unless other arrangements have been made. Providing a time line will provide the Marketing Department with the necessary information to coordinate the release of all publications during the coming year.

Articles and Pictures

Invitations from newspapers, magazines, professional journals, other publications or any other media for staff to write articles or to be interviewed or have their picture taken must notify the Marketing Department and receive approval prior to giving consent to participate. The Department will also assist staff in writing articles or preparing statements, if possible.

RADIO AND TELEVISION MEDIA COMMUNICATION

Editorial Comment

All information about the hospital or other subsidiary of the Adventist HealthCare System that will be provided on the radio or on television by a staff member in a scheduled time slot must receive approval from the Marketing Department prior to the scheduled program.

PUBLIC APPEARANCES

Presentations to groups is encouraged and supported by the Marketing Department whenever possible. The Department requests all staff to inform the Marketing Department of scheduled public presentations. The Marketing Department staff is available to help with audio visual aids if time permits and/or provide written material as necessary.