

	Lower Providence Emergency Medical Service Standard Operating Guidelines	
	Subject: <i>Administration- Media Requests</i>	SOG #100-012
	Approved: Chief Christopher J. Reynolds	Initiated: September 2023 Revised: N/A

Description: The intention of this SOG is to identify responsibility for effectively communicating and promoting information to the public on behalf of the organization. This will identify authorized spokespersons, to ensure any information that is provided to the public is accurate, understandable, timely, and holds with the mission and values of Lower Providence EMS.

Procedure:

Media Requests

1. The Lower Providence EMS Executive Director is the official spokesperson of the organization on any aspect of the organization that is not an active emergency scene.
 - a. The Chief will be the official spokesperson of the organization on an active emergency scene.
 - b. LPEMS will follow and partake in unified command at all emergency scenes and will join in any joint statements and use the appointed PIO if one is appointed.
2. All requests from the media shall be referred to the Chief, the Chief will determine and forward to the appropriate party.
3. Any member contacted by the media shall make no statement and shall advise that they will pass along contact information to the proper representative.
 - a. An exception is statements made by the LPEMS Marketing Specialist while operating in the capacity as the Marketing Specialist.

Interviews

1. Interviews with reporters may be granted on a case-by-case basis.
2. Interviews may be conducted by the Executive Director, Chief, or Marketing Specialist, as necessary.
3. Requests for interviews with members shall be sent to the Chief and/or the Executive Director for approval.
4. Chief and/or Executive Director will work with the individual to prepare and ensure responses and message is consistent with LPEMS mission statement and values.

News Releases

1. News/Press Releases shall only be released by the Executive Director or Chief.

Social Media

1. Social Media posts on the Official LPEMS pages shall be under the direct supervision of the Assistant Chief.
 - a. A Marketing Specialist will fall under the supervision of the Assistant Chief and will operate and oversee LPEMS Social Media platforms.
2. A Social media Committee may be created for the purpose of coordinating and ensuring all posts and messages are compliant with the LPEMS mission statement and standards.