

CONNECTICUT VALLEY HOSPITAL OPERATIONAL PROCEDURE MANUAL

SECTION II:	ORGANIZATION FOCUSED FUNCTIONS
CHAPTER 8:	Management of Human Resources
PROCEDURE 8.47:	Media Relations
REVISED:	11/97; 01/30/07; 12/10; 10/24/16; Reviewed 06/18
Governing Body Approval:	01/15/15; 10/27/16; 07/02/18(<i>electronic vote</i>)

PURPOSE: To provide guidance for patients and staff for all media contacts related to the Department of Mental Health and Addiction Services (DMHAS) and Connecticut Valley Hospital (CVH).

SCOPE: All CVH Staff and Patients

PROCEDURE:

Contact Initiated by News Personnel

1. Upon receiving any inquiry from a representative of the news media by telephone, in writing, electronically or in person, facility staff contacts the office of the CVH Chief Executive Officer (CEO).
2. Confidentiality of patients and staff must be protected in all contacts with the media, as provided in [Operational Procedure 1.1 Ethics, Rights and Responsibilities](#).
3. The CVH CEO or designee contacts the DMHAS Public Information Officer prior to issuing a response. The Public Information Officer does the following:
 - A. Determines the type of information required by the reporter and negotiates a deadline for the provision of the information.
 - B. Notifies appropriate staff in the Office of the Commissioner.
 - C. Notifies the Governor's Press Office, if warranted;
 - D. Determines the appropriate staff person to respond to the inquiry;
 - E. Schedules interviews with the appropriate staff person or arranges for that individual to provide requested information;
 - F. Assists agency staff in the preparation of any statement or response to be given to representatives of the media;
 - G. Determines whether the reporter will receive all of the information he or she has requested, provided that it is subject to disclosure under applicable state and federal statutes.
 - H. Obtains necessary approval from the Office of the Commissioner for information released to the media.