



*A member of Mercy Health Network*

## **Coverage of a Crisis or Disaster**

Sharing vital information during a crisis or natural disaster requires the utmost in cooperation. Mercy has enjoyed a good working relationship with the media during times of crisis and disaster. We understand timely coverage is of great importance. Following this plan will help you keep the public informed.

The type of crisis or disaster will determine who will host information briefings and their frequency. Natural and public health disasters will often be hosted by the appropriate governmental agencies with input from our organization where it is appropriate. If the disaster occurs at Mercy, or one of our facilities, Mercy will coordinate with the appropriate groups and we will likely host information briefings.

**Media are asked to continue follow the general newsgathering guidelines. Mercy PR should be contacted to request permission to be on campus.** Due to concerns for the safety of patients, staff and the media; Mercy Public Safety, or other law enforcement and fire agencies, can restrict movement.

All media must still have a PR media escort during a time of disaster. We will work with the media to help assure the ability to gather information and visuals without compromising patient privacy or the safety of people on the Mercy campus.

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A designated press area will be set up that will allow for briefings and filing of reports. Media wishing to attend these briefings must contact PR Media Relations staff by calling the Media Relations cell phone at **515-490-6636** or the PR on-call cell at **515-229-1546**. All media crews will be credentialed. Media will be contacted about all scheduled briefings. Parking areas for live equipment have also been identified. All live vans, remote units and satellite trucks must be in the designated areas unless those are changed by PR staff or public safety agencies.

**Mercy employees, including physicians and staff, are unable to do interviews without permission from PR. PR will identify the best sources of information to take part in the scheduled media briefings.**

**Media must stay in the designated areas. Reporters and photographers found wandering in unauthorized areas will be escorted back to the media room by Public Safety. Repeated violations will lead to removal from the campus.**