



**Children's Harbor Media Kit**  
**Haley Hoppe**  
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### **Interested in having a media presence at a Children's Harbor event or activity?**

- Media representatives and photographers must contact the Children's Harbor Marketing and Communications spokesperson, Haley Hoppe, for assistance in obtaining interviews and/or photographs of patients, employees and areas of the Children's Harbor Family Center. Hospital policies require that a hospital representative, or Children's Harbor proxy, accompany news personnel any time they are on hospital grounds.
- Media representatives must inform Haley Hoppe of how many people they will be bringing with them, and what kind of coverage they plan to perform.

### **The following activities require a signed media release from the patient:**

- Taking photographs (either video or stills) of the patient; and
- Media interviews with patients.
- In general, if the patient is a minor, permission for any of these activities must be obtained from a parent or the legal representative.

### **Photographs/Interviews/Videotaping by the Media**

No photographs, audio/video recordings or interviews of patients may be taken within the facility or on hospital property without the patient's prior written consent, or the written permission of a parent or legal representative.

### **The release form should be obtained through Haley Hoppe or Darby Calhoun.**

Even with permission, news media representatives should use good judgment when airing images or printing photographs of patients who are ill or injured. Deceased or unconscious patients are not to be photographed UNDER ANY CIRCUMSTANCE, regardless of whether they are in the hospital or on hospital property.

### **Social Media**

Content for social media post by the Media should be approved by Haley Hoppe, or a Children's Harbor representative before posting. Media should tag the appropriate social handles (@ChildrensHarbor) when posting about Children's Harbor.