

SOM- Department of Obstetrics and Gynecology	TITLE: Public Relations Management	Policy: PR001
Department Guideline	Date: September 28, 2005	Rev. 0
Approvals:		
Chairman/Date	Dept. Manager/Date	

The URL for this policy is: <http://www.mcg.edu/faculty/facman/ancillary.html>

Purpose/Role of Public Relations

Public Relations/Marketing: The Department of Public Relations and Marketing promotes MCG's mission of education, research and patient care both internally and externally. The staff produces publications such as the quarterly alumni magazine MCG Today, the Beeper newspaper, the Student Pulse and the MCG and Children's Medical Center Annual Reports, as well as brochures, pamphlets and other materials. Also, through Television Production, the public relations staff produces television commercials, documentaries, radio programs and specials shows both for internal and external broadcast.

The public relations department assists members of the media by generating press releases about MCG. Faculty members are contacted by institutional relations staff to generate stories for the media and set up interviews.

Any story relating to the university, regent's policy or financing is within the scope of the president's office and should be cleared through the president's office and released by institutional relations or the president's office.

A public relations staff member is on call 24 hours a day, seven days a week, to assist the media with any requests which might result from an emergency situation which involves patients or faculty at MCG.

The Speaker's Bureau list is available through Institutional Relations for organizations wishing to have a member of the faculty or staff of MCG as a guest speaker. All speakers are volunteers, and, at present, more than 100 lend their service to this project in the interest of communicating health information to the general public.

The public relations office assists in many institution-wide projects and publications. Faculty members may seek assistance from institutional relations with the understanding that proper planning is critical due to the volume of work annually scheduled and the deadline-type atmosphere that the staff must work under.

When a public relations project begins, medical illustration, medical photography and television production work with the editors and writers in institutional relations as a team to provide the best quality possible.

The public relations staff also promotes the services offered at MCG Hospital and Clinics and the Children's Medical Center in a marketing capacity.