

Media Participation at RAM Clinics

To reduce interruptions in patient care, which is of our utmost priority, RAM has set forth the following guidelines for media participation at RAM clinics.

RAM Clinic Selection

RAM encourages CHGs to work with their local media and invite them to attend their RAM clinic. RAM asks that CHGs coordinate local media activities with RAM Headquarters to ensure information being published by the media is accurate, timely, and consistent.

RAM's Media Relations and Development Specialist (MRDS) will identify clinics for which national or international media are encouraged to attend. This list of clinics will be created as far in advance as possible and only these clinics will be presented as options for national or international media attendance. The list will be made available to all RAM staff.

Members of the national or international media will be allowed on-site at pre-approved RAM clinics on Saturdays from 5:00 AM to 2:00 PM. If a clinic is three or more days in duration, media may also attend on Fridays from 5:00 AM to 2:00 PM with prior approval from the MRDS. Media wishing to attend at any other time must receive prior approval from the MRDS or Chief Development Officer. Any member of the media who attempts to cover a RAM clinic outside of these times and without prior approval may not be granted access.

Media Check-In Procedure

All members of the media must check-in with the MRDS or other Development Department member prior to accessing any clinic area. If none of these persons are available, media should connect with a CHG leader or RAM Clinic Coordinator. The media check-in area will be labeled so that is visible to members of the media as they arrive to the clinic. During the check-in process, media will receive a clip-on badge that identifies them as a member of the media. Media will also be required to complete a "release of liability" waiver, which releases RAM from any responsibility related to harmful situations and accidents. Media cannot attend the clinic without checking-in, receiving a badge, and completing the liability waiver.

After check-in, members of the media will be given a complete tour of the clinic site by the MRDS or other RAM Development Department member. During the tour, members of the media will be shown areas for which they are not allowed to enter. These areas include, but are not limited to, Dental Sterilization, Dental Clean-Side, and Medical Exam Rooms. Members of the media not adhering to this regulation are subject to removal by the MDRS or other Development Department staff member. On rare occasions, and only with permission from the volunteer practitioner and the patient, media will be allowed access to Medical Exam Rooms.

No media persons will be allowed in any tarped dental area without a RAM escort. RAM personnel will check-in with Dental CORE Lead or Clinic Coordinator before conducting interviews in dental area.

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