



Media Participation at Remote Area Medical® Clinics

Thank you for your interest, media coverage, and participation at a Remote Area Medical clinic. RAM has set forth the following guidelines for media wishing to cover / attend one of our clinics.

Media before a RAM Clinic

RAM values and appreciates its relationship with the media. Local coverage helps us ensure patients are made aware of the free vision, dental, and medical services that are coming to their community. For these reasons and more, RAM's media team sends out press releases before each open clinic.

General Media Inquiry

If you are a media organization or journalist and would like to request general information about RAM or a specific RAM clinic, please contact a member of our Media Relations Staff (MRS):

Mindy Cooper, Media Relations Specialist: mindycooper@ramusa.org
Angie John, Media Relations Coordinator: angiejohn@ramusa.org

Press Releases

RAM's media staff usually send two press release out the month before a clinic date with location, dates, and important operational information, and media information. *If you would like to request a release for a specific upcoming clinic, please contact a member of the MRS.*

Interviews

RAM's MRS will work with interested media outlets to help identify clinics for which national or international media should attend. For pre-clinic interviews, RAM's MRS is happy to help media coordinate with members of our RAM staff and volunteer team.

Media at a clinic

Members of the media are allowed on-site at RAM clinics, after following a check-in procedure. For each clinic, we have recommended media hours to ensure patient care remains a priority, as well as to help media attain the best coverage of the clinic. Typically, we encourage media to attend on Saturdays from 5:30 AM to 12:00 PM. If a clinic is three or more days in duration, media may also want to attend on Fridays from 5:30 AM to 12:00 PM. *Prior notice for media wishing to attend during a time outside recommended times is much appreciated.*

Media wishing to cover an event outside of RAM's recommended clinic media hours without prior notice may not be granted access.

Media Check-In Procedure

All members of the media must check-in with the MRS or other Development Department member prior to accessing *any* clinic area. At most clinics, media check-in will be located at a table near volunteer registration. The media check-in area will be labeled so that it is visible to members of the media as they arrive. During the check-in process, media will receive a clip-on badge that identifies them as a member of the media, so patients, volunteers and RAM staff know that you have received permissions. Media will also be required to complete a "release of liability" waiver. Media may not 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 MRS or a member of the RAM Development Department. During the tour, members of the media will be shown areas, which they are not allowed to enter for patient safety and protective purposes. Members of the media not adhering to this regulation are subject to removal by the MRS 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 and certain areas of the dental floor.

Media Contacts & Media Monitoring

The MRS is responsible for maintaining a list of media contacts, as well as monitoring media coverage. Please contact a member of our media staff, if you are not currently on our contact list for your location. We welcome inquiry and would be happy to answer any media related questions.

Mindy Cooper, Media Relations Specialist: mindycooper@ramusa.org

Angie John, Media Relations Coordinator: angiejohn@ramusa.org

Thank you for your interest and coverage!

Policy Revision

This policy is subject to review and amended as necessary.