

DIVISION OF COMMUNICATIONS AND MARKETING

Media Guide



AUGUSTA UNIVERSITY

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Work with Us – Contact Media Relations

Get Started

The Department of Media Relations at Augusta University functions as a resource to connect the university, academic medical center, clinics, the news media and the public. Contact us for interviews, events, story ideas, photo opportunities and patient conditions. A member of the team is on-call and available 24 hours a day.

**Media relations on-call
representative 24/7:**

706-721-3893



Work with Us – Patient Conditions

Requesting a Patient's Condition

1. In the event of a fatality, no identifying information will be released until the next of kin has been notified or all reasonable efforts to make such notification have been exhausted.
2. Religious affiliation will be disclosed to members of the clergy only.
3. Patients are given the opportunity to agree to prohibit or restrict the disclosure of their Protected Health Information in the hospital's facility directory. The patient's agreement, objection or restriction may be made verbally.
4. The following information will be disclosed about patients included in the hospital directory if the media requestors have inquired about the patient by name and the patient has not opted out of the directory:

The patient's condition with a general condition statement that does not communicate specific medical information, e.g., fair, critical, etc.

5. All requests for patient condition reports will be directed to the media representative on-call through the paging operator at 706-721-3893.
6. General condition statements will be used. "Stable" is not a condition.

GOOD: Vital signs are stable. Patient is conscious and comfortable.

FAIR: Vital signs are stable. Patient is conscious and uncomfortable. There will be minor complications.

SERIOUS: Vital signs may be unstable or not within normal limits. Patient is acutely ill; indicators are questionable.

CRITICAL: Vital signs are clearly unstable or not within normal limits. Patient is acutely ill; indicators are questionable.

UNDETERMINED: This is not a medical classification. It indicates the patient is being evaluated to determine a more definite condition.

Work with Us – Escort Policy

Scheduling Interviews

All interviews, filming or photography should be coordinated through the Department of Media Relations.

We welcome interviews with Augusta University's physicians, faculty, students, staff and patients. However, we request these interviews be scheduled through our office. This policy is essential for protecting both student and patient privacy and safety, as well as operating within the law. It is a violation of HIPAA laws and university policy to interview, film or photograph a patient on our campus without written consent and an escort from the media relations team.

A member of the team will coordinate the interview, offer directions and parking assistance, and escort you through campus buildings. We'll often take photos or video of your interview to promote your story on social media posts and offer follow-up resources or interviews.

Members of the media may shoot stand-ups, live broadcasts or take photos of campus exteriors without an escort of the media relations office. Advanced notice is appreciated and will allow us to alert hospital security or university public safety officers to your presence.

Find an Expert
augusta.edu/experts



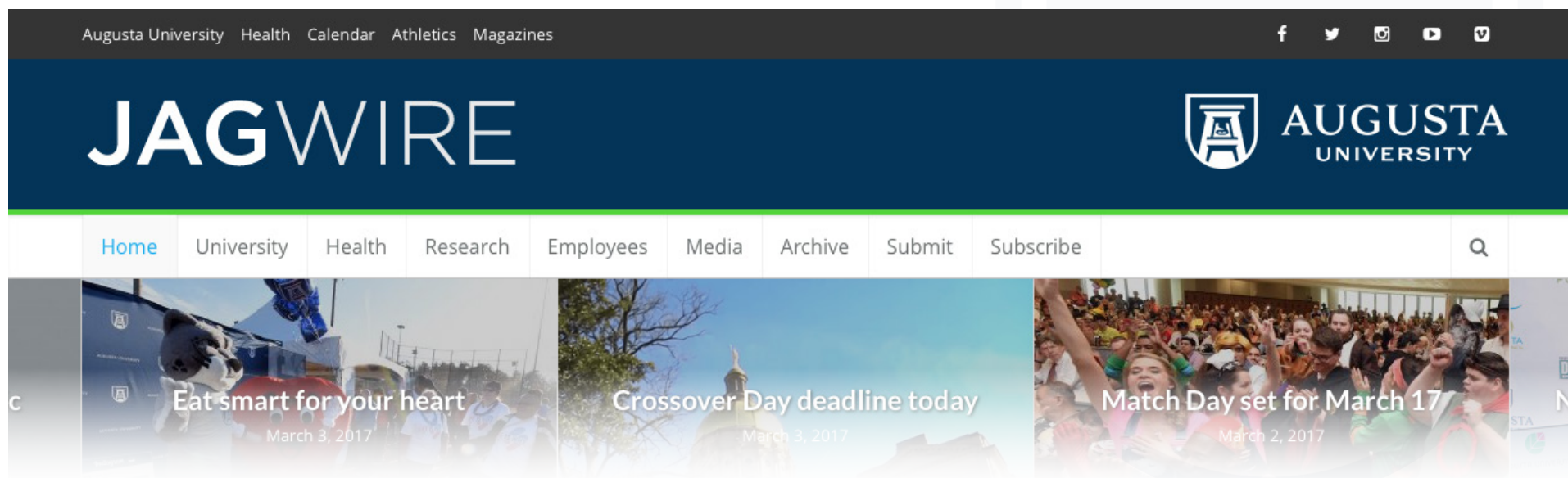
Report on Us – Story Ideas

Jagwire News

Jagwire is the news site of Augusta University, and includes news for faculty, students and staff, including press releases, patient stories and features.

A page of the site is dedicated specifically to the needs of print and broadcast media. However, the entire site may be a helpful resource as you cover Augusta University. Photos, videos or articles on Jagwire are available for download and reproduction in print and broadcast. Contact media relations for a password and link to download b-roll, interviews and more.

jagwire.augusta.edu



Report on Us – Brand Elements

Using the Logos

High-resolution photos and video of Augusta University brand elements are available for download at go.augusta.edu/brandmediakit with the password “media.”

When using Augusta University logos for use in broadcast please note that logos look best on white or light grey backgrounds or on a field of Augusta blue (WEB: 00359, CMYK: 100 / 57 / 12/ 61, RGB: 0 / 51 / 89).

Please do not alter or distort any logos you may use.



Report on Us – Directions to Campus

Online Maps

Find directions, interactive and printable maps at augusta.edu/maps.

Parking for reporters on the Health Sciences campus includes:

- Medical Center Parking Deck on 15th Street
- Medical Office Building Parking Deck on Harper Street
- Children's Hospital of Georgia Parking Deck and circle on Harper Street
- Student Center lot on Laney Walker Boulevard

Parking for reporters on the Summerville campus includes:

- Allgood Hall on Walker Street (southwest corner of campus)
- Maxwell Theatre (northwest corner)
- Jaguar Student Activities Center on Taylor Street (east side of campus)



Connect with Us – Social Media

Our Accounts

For latest news and headlines on Twitter, follow:

Jagwire (@AUG_Jagwire)

Other key university and health accounts include:

Augusta University (@AUG_University)

Augusta University Health (@AUG_Health)

Children's Hospital of Georgia (@GACHildrens)

President Brooks Keel (@PresKeel)



Founded in 1828

Located in Augusta, Ga., Augusta University is a public research university and medical center dedicated to training the next generation of innovators, leaders and health care providers. Nearly 9,000 students choose Augusta for experiential learning that blends arts and application, humanity and the health sciences.

Augusta University is at the forefront of groundbreaking education and research focused on improving and enriching the human experience. With locations throughout Augusta and at satellite campuses in Athens, Albany, Rome and Savannah, the university's nine colleges and schools have a truly statewide impact in Georgia.

Health Sciences Campus, 1120 15th Street

Home to the Medical College of Georgia, the nation's ninth-largest and 13th-oldest medical school, the university's Health Sciences Campus is at the forefront of health care innovation. Located in beautiful downtown Augusta and housing the state's largest College of Nursing, the comprehensive College of Allied Health Sciences, The Graduate School and the state's only dental school, The Dental College of Georgia, the Health Sciences Campus is also home to the state's only public academic medical center.

The academic medical center at Augusta University includes the 478-bed AU Medical Center with the area's only Level 1 trauma center and the adjoining 154-bed Children's Hospital of Georgia, which boasts the highest level of pediatric and neonatal intensive care and the Southeast's first ECMO machine.

Summerville Campus, 2500 Walton Way

Built in and around a former United States arsenal, the historic Summerville Campus is home to the university's liberal arts curriculum. In the shade of ancient trees, professors from the Katherine Reese Pamplin College of Arts, Humanities and Social Sciences; the nationally ranked James M. Hull College of Business; the College of Education; and the College of Science and Mathematics prepare students for a lifetime of critical thinking, creativity and entrepreneurial success.

Forest Hills Campus, 3109 Wrightsboro Road

Christenberry Fieldhouse on the Forest Hills Campus houses the Augusta Jaguars' competition sports teams, the Augusta University Department of Athletics, the College of Education's Kinesiology and Health Science Department, a full-size golf course, baseball, softball and soccer fields. The Fieldhouse also serves as the home of the Jaguars' nationally recognized NCAA Division I golf team.

Riverfront Campus, 1199 Reynolds Street

A portion of Augusta University's Riverfront Campus will become the Georgia Cyber Innovation and Training Center, a \$50 million investment from the state to build a world-class cyber range and training facility. The center will house the Augusta University Cyber Institute in addition to a statewide effort to develop the workforce and infrastructure needed to protect the state and nation from cyberthreats.



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