

**LSU HEALTH CARE SERVICES DIVISION
BATON ROUGE, LOUISIANA**

POLICY NUMBER: 0523-24

CATEGORY: Communications-Public Information Policy

CONTENT: Protocols for News Media and Public Records Request

APPLICABILITY: This policy shall apply to all employees of the Health Care Services Division Administration (HCSDA) and Lallie Kemp Medical Center (LKMC) regardless of appointment type; contract staff and trainees; and applies to all functions designed to publicize HCSDA and/or Lallie Kemp's activities or to respond to news media inquiries and public information requests.

EFFECTIVE DATE: November 10, 2006
Reviewed: February 26, 2008
Reviewed and Revised: July 30, 2010
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Reviewed and Revised: August 20, 2015
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Revised: January 8, 2019
Revised: October 20, 2020
Reviewed: August 29, 2022
Reviewed: February 13, 2023
Reviewed: February 26, 2024

INQUIRIES: LSU Health Care Services Division
P.O. Box 91308
Baton Rouge, Louisiana 70821

Note: Approval signatures/titles are on the last page

PUBLIC INFORMATION POLICY

I. STATEMENT OF POLICY

This policy establishes the Health Care Services Division (HCS D) protocols for news media and public information about health care and services available through departmental programs. This policy shall be carried out under the direction of the HCS D Executive Administration and shall conform to the provisions of Louisiana's Public Records Law, R.S.44.1 et seq., and LSU Health Sciences Center New Orleans CM-48.

Note: Any reference therein to HCS D also applies and pertains to Lallie Kemp Medical Center (LKMC)

II. IMPLEMENTATION

This policy and subsequent revisions to the policy shall become effective upon approval and signature of the HCS D Chief Executive Officer (CEO) or Designee.

III. NEWS MEDIA/PUBLIC INFORMATION COMMUNICATIONS

- A. HCS D employees, in the scope of their employment, who are contacted by news media representatives and asked to speak on behalf of departmental programs, services, policies or issues, should first contact the HCS D Executive Administration to discuss the nature of the media contact.

- B. The HCS D Executive Administration along with the LSU HSCNO Chancellor, when applicable, will determine the proper contact/response and will coordinate that contact/response accordingly. Such contact includes, but is not limited to, the following subjects:
 - 1. Legislative issues
 - 2. Statements/comments about HCS D policies, programs or issues
 - 3. Potential or actual crises (threats to the health/safety of citizens/clients/staff).
 - 4. Client/consumer/beneficiary issues
 - 5. Current health news and events

IV. PUBLIC RECORDS REQUEST

HCS D employees who in the scope of their employment receive requests for Public Records shall forward those requests to HCS D Executive Administration or HCS D Legal Services for disposition.

V. CONSEQUENCES

Failure to adhere to this policy may result in disciplinary action up to and including termination.

VI. EXCEPTION

The HCSD CEO or Designee may waive, suspend, change or otherwise deviate from any provision of this policy they deem necessary to meet the needs of the agency as long as it does not violate the intent of this policy; state and/or federal laws; Civil Service Rules and Regulations; LSU Policies/Memoranda; or any other governing body regulations.

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