



Media Guidelines: Newsgathering at Blood Drives and Donor Centers

The first priority of Carter BloodCare's public relations (PR) team is to raise awareness about the necessity of blood availability for patients' transfusion procedures. There is no substitute for blood. It can only come from generous volunteer blood donors.

The PR team understands the power of media images and news stories to encourage people to take action. We agree working with you is one of the ways our story is shared and we facilitate a smooth process for you, our staff and our blood donors.

In the process of newsgathering, we ask journalists to protect the privacy of blood donors who prefer to avoid images or interviews. Additionally, avoid capturing images of computer screens or donors' information on forms.

When you cover blood donation events, please adhere to the following guidelines

1. Coordinate with the PR team to alert Carter BloodCare you will be onsite at a blood drive, or one of our donation centers, or an administrative location.
2. When capturing images (photos or video) at the blood drive, please ask for the supervisor when you arrive. They will guide you in the process of obtaining what you need. (If a PR team member is present, they will assist you in this process.)
3. We require blood donors sign a photo/video consent form. Supervisors and/or their staff will coordinate with donors to obtain permission signatures; and they will arrange for you to capture the images and information you need. (If a PR team member is present, they will assist you in this process.)
4. **Additionally, we do not permit photos/videos of needles being inserted or removed from the blood donors' arms.** Please help us to encourage blood donation by complying with this process.