



## Media Guidelines at Blood Drives and Donor Centers

When covering a Carter BloodCare donor center, blood drive or public event, please follow these guidelines:

- Contact the Carter BloodCare PR team in advance of your planned visit ([mediarelations@carterbloodcare.org](mailto:mediarelations@carterbloodcare.org) or via contact information in the left-hand navigation of our Newsroom). This will ensure we have staff and event details available to support your news story.
- Donor confidentiality and privacy are priorities for Carter BloodCare. Please respect the privacy of any donor who prefers not to be interviewed or included in photos or video. Also, do not take images or footage of computer screens or donor information on written forms.
- When you arrive on-site, ask for the PR person or site supervisor. They will be your primary contact.
- Carter BloodCare requires donors who will be featured in images or interviews to sign consent forms. Our on-site contact will coordinate with donors to secure permissions.
- Out of sensitivity and understanding for current and potential donors, we ask media not to take photos or videos of needles being inserted or removed during the donation process.

Thank you for your professionalism and expertise in sharing our story.