



PRC#1 Guidelines For Media Relations- Comment Report

Public Review and Comment- Jan 6 to March 2, 2012

Total responses received= 12

58% endorsed the draft as is.

In general comments received were overall positive. Reflected below were specific edits that were recommended and taken under advisement.

Comment Type Received	Result
Document should be NIMS compliant and use NIMS terminology	Additional wording added to disclaimer to: This is intended for day-to-day functions of ME/Coroner offices. In the event that the Incident Command System is activated then National Incident Management System protocol will apply.
Utilizing Press for Unidentified Decedents	This will be covered by Unidentified Decedent Committee Guidelines
Strong language (NO, shall not, Never) is too strong for guidelines	Change language of will and shall to may and should.
Does not comport with a state law	Disclaimer takes this issue under account
Reordering of list of professionals	Taken under advisement
Change list of media reps to general term of "media representatives"	Taken under advisement
Release of information to media should be simultaneous, especially in high profile cases	Document edited to reflect.
Release of event "circumstance" information	Taken under advisement
Release DOB	Taken under advisement
Not release findings or lab test until case is closed	As written in document
Publicity can be ally. Amend statement of "never seek publicity".	Edited doc to reflect intention of statement: ME/C or agency representatives should not seek personal publicity