

Beverly A. H. Buscemi, Ph.D.
State Director
David A. Goodell
Associate State Director
Operations
Susan Kreh Beck
Associate State Director
Policy
Thomas P. Waring
Associate State Director
Administration



3440 Harden Street Ext (29203)
PO Box 4706, Columbia, South Carolina 29240
803/898-9600
Toll Free: 888/DSN-INFO
Website: www.ddsn.sc.gov

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Applicability: DDSN Central Office, DDSN Regional Offices and DDSN Regional Centers

MEDIA CONTACTS:

The South Carolina Department of Disabilities and Special Needs (DDSN) encourages media inquiries into DDSN affairs, services and programs. DDSN recognizes that positive public education and awareness of disabilities depends on open cooperative relationships with the media.

When responding to media contacts or in promoting media coverage through news releases or other means, privacy of individuals served by DDSN must be considered, as well as the privileged relationship which exists between DDSN, families and guardians of individuals served by DDSN. **All confidentiality laws must be followed and specific permission from the appropriate parties is required.**

No staff may contact the media for any purpose without prior knowledge and approval of the State Director or his/her designee. The Director of Government and Community Relations will serve as the media contact person for DDSN. Statewide publicity and media contact will be coordinated through this office.

DISTRICT I

P.O. Box 239
Clinton, SC 29325-5328
Phone: (864) 938-3497

Midlands Center - Phone: 803/935-7500
Whitten Center - Phone: 864/833-2733

9995 Miles Jamison Road
Summerville, SC 29485
Phone: 843/832-5576

DISTRICT II

Coastal Center - Phone: 843/873-5750
Pee Dee Center - Phone: 843/664-2600
Saleeby Center - Phone: 843/332-4104

In all circumstances which require media response or promote media coverage, a single point of media contact shall be established. In these circumstances, DDSN Central Office staff, District Directors and Facility Administrators are required to contact the State Director's Office for advice. Unless otherwise delegated, the State Director will be the Agency's spokesperson.

MEDIA PUBLICATION/BROADCAST INVOLVING CRITICAL INCIDENTS, ABUSE, NEGLECT or EXPLOITATION:

If publication or broadcast results from contact with the media concerning a critical incident, abuse, neglect or exploitation, the DDSN District Director or Facility Administrator shall be responsible for sending a copy of the printed article or link of the broadcast to the State Director and the Director of Government and Community Relations by email or facsimile as soon as possible, but not later than within one (1) day from publication date.

DDSN District Directors shall be responsible for reporting to the State Director and Associate State Director-Operations all critical media coverage involving local DSN boards and provider organizations. DDSN District Directors shall also be responsible for sending copies of printed articles or links of broadcasts concerning critical incidents to the State Director's Office, the Associate State Director-Operations, and the Director of Government and Community Relations by email or facsimile as soon as possible, but no later than within one (1) day.

APPROVAL TO DISTRIBUTE PRINTED MATERIALS:

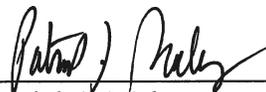
Except as authorized or directed by the S.C. Commission on Disabilities and Special Needs, the State Director reserves exclusive authority to approve publication and distribution of printed materials in the form of fact sheets, news releases, pamphlets, brochures, other periodicals and single issues. The State Director also reserves exclusive authority to approve taping and distribution of broadcast materials, including video taped segments.

DDSN Central Office staff, District Directors or Facility Administrators should submit to the Government and Community Relations Office an outline of purpose for the document or broadcast segment including: audience for distribution; number of copies; interval of publication or broadcast; size, cost and method of financing. This outline is required for all publications and broadcast formats whether single-issue or periodicals.

The Director of Government and Community Relations will serve as the staff contact for implementation of this directive.



Susan Kreh Beck
Associate State Director-Policy
(Originator)



Patrick J. Maley
Interim State Director
(Approved)