



MEDIA GUIDE

MEDIA CONTACT

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MEDIA TIPS

- OSF has no periods between the O, the S, and the F. (It's OSF, not O.S.F)
- "Saint" is not spelled out in OSF St. Joseph Medical Center.
- The full name of the medical center should be used (ie: OSF St. Joseph Medical Center)

MEDIA REQUESTS

- For all media requests or campus visits, contact Christy McFarland.
- If a patient, a family member, doctor, or employee invites you to interview him/her on campus, you must contact the Marketing and Communications Department.
- If the interview involves a patient, a signed consent form must be in the patient's file before any interviews, photos, or videos take place.
- A communications representative must escort you while on OSF St. Joseph Medical Center's campus.

HOW TO CHYRON AND INTRODUCE STAFF & PHYSICIANS

Correct chyron is:

John Smith, M.D.
OSF St. Joseph Medical Center (**Saint** is abbreviated to **St.**)

- They can be introduced in the copy as "Dr. John Smith, Anesthesiologist for OSF St. Joseph Medical Center."
- The correct on-screen chyron for any of our employees is their name on the first line with OSF St. Joseph Medical Center on the second line. You can use the verbal introduction to more fully explain their position.

Print media: Use traditional AP Style Guidelines to reference an interviewee.

OSF St. Joseph Medical Center is a 157-licensed bed, not for profit, acute care, and Level II Trauma Center facility, fully accredited by the Joint Commission. In 2008, the American Nurses Credentialing Center designated OSF St. Joseph Medical Center a Magnet hospital, making it the only Magnet hospital in McLean County and only the 18th in Illinois.

OSF St. Joseph Medical Center, located in Bloomington, IL, is part of the **OSF HealthCare System**. In the spirit of Christ and the example of Francis of Assisi, the Mission of OSF HealthCare is to serve persons with the greatest care and love in a community that celebrates the Gift of Life.