

**CCEMS
OPERATIONS POLICY 100-16
PUBLIC RELATIONS POLICY**

I. PURPOSE


- 1.1 To explain how PR events are coordinated, approved, or denied.
- 1.2 To ensure no CCEMS employee violates any labor law.
- 1.3 To explain special circumstances and company expectations to employees who agree to cover a PR event on behalf of CCEMS.
- 1.4 To protect the residents of Coshocton County while CCEMS crews cover PR events.

II. POLICY/ PROCEDURE

- 2.1 All CCEMS public relations event will be coordinated through the CCEMS Public Relations Coordinator. CCEMS administration will approve which events CCEMS will participate in. This information will be given to the PR Coordinator for planning and coverage purposes.
- 2.2 CCEMS will attempt to participate in all PR events that are asked of us. Certain special PR events that CCEMS is asked to attend will be assessed a fee in order to re-coup costs of the ambulance and labor. That cost will be set and approved by the Director and will be communicated to the event requestor prior to the PR Coordinator committing to the event.
- 2.3 The CCEMS Director will decide on what PR events will be assessed the cost. All CCEMS employees will be paid for time worked during the PR event.
 - 2.3.1 Personnel asked by the PR Coordinator or administration to cover an approved PR event will get paid for all hours spent at the event, in preparation for the event, and in cleaning-up after the event.
 - 2.3.1.1 An exception to this would be CCEMS Auxiliary personnel working the event. Auxiliary time will not be compensated and considered voluntary; however auxiliary personnel will still be required to assist in the clean-up if needed.
 - 2.3.2 PR events set-up by anyone other than the individuals listed above will not be considered as approved events and may result in employees not getting paid for hours at that event.
- 2.4 Open PR events will be posted on the EMS Manager for employees to sign up. If interested, employees and/or auxiliary personnel will need to notify the PR Coordinator or Leadership if they are interested in working the event.
- 2.5 CCEMS Personnel approved to work the event will be based on the following criteria:
 - 2.5.1 Administration will attempt to control overtime costs when scheduling personnel to work events.
 - 2.5.2 Part-time CCEMS employees will be chosen first based on their amount of hours already worked during that time period.

- 2.5.3 Full-time employees will be considered to work based on limited or no interest from part-time and based on the amount of overtime already incurred by that employee during the current pay period.
- 2.5.4 CCEMS clinical auxiliary personnel may be used if only one CCEMS employee can cover the event.
- 2.5.5 CCEMS auxiliary personnel may sign up to help with the event in addition with two paid employees as long as no more than four personnel are assigned to one unit. Auxiliary must still get approval from the PR Coordinator or leadership prior to attending the event.
- 2.6 All paid employees must enter the hours they work on a PR event on their timesheet.
 - 2.6.1 Auxiliary personnel working any PR events will log their hours as normal participation hours.
- 2.7 Every attempt will be made to keep individuals at the PR event they agree to cover. However, due to the nature of EMS, there will be times when employees and/or units will be pulled from PR events to help cover additional calls throughout the county.
 - 2.7.1 Personnel that agreed to cover PR events will not be required to take any OOTT's unless they agree to do so.
 - 2.7.2 In the event of multiple calls throughout the county:
 - 2.7.2.1 If the crew covering the PR event is requested to respond to a call, either by another unit or by Central Dispatch, they are expected to respond immediately. PR personnel should let the coordinator of the event know that they may need to leave in the event of an emergency. **THIS SHOULD HAPPEN BEFORE THE EVENT BEGINS.** Our primary goal is to ensure all emergency calls are handled without delay.
 - 2.7.2.2 If the crew covering the PR event is closer to the call than other units, they are expected to respond immediately. This is assuming that the assigned 911 crew is on a call and/or out of their coverage area. The next closest unit will also respond to help get the PR unit back to their original event in a timely fashion. There will be times that the PR crew will be expected to deliver care and transport. However, every attempt will be made to limit PR crews from getting pulled from the event in which they agreed to cover. In addition, every attempt will be made to get the PR crew back to their event as soon as possible.
 - 2.7.2.3 There will be times that the PR crew will be delayed in leaving their event, i.e. rendering care at the event, traffic, crowds, vehicles, etc. If the PR crew is delayed, they need to notify Central Dispatch and other responding units that they are going to be delayed. If the other unit responding arrives on the scene of the call or feels they will arrive prior to the PR crew, and they do not need the PR crew, the second unit may cancel the PR crew.
- 2.8 Partners who cover a PR event are responsible for ensuring that any equipment used at the PR event is cleaned, restocked, and ready to use at the completion of the PR event.
 - 2.8.1 If any CCEMS personnel, including auxiliary, use a truck at the event, the truck needs to be fueled, washed, and restocked prior to leaving it back in service. If a

truck is left dirty or out of order then that crew will be required to come back in to complete the task.

Director: 

Effective: 09/02/2008

Reviewed: _____

Revised: _____