

## NEWS AND COMMUNICATIONS

### A. *COMMUNICATING WITH THE MEDIA*

Please reference the Media Access policy in PolicyTech. [Media Access v.4 \(policytech.com\)](https://vanderbilt.policytech.com/docview/?docid=10658)

### B. *PHOTOGRAPHY*

Please reference the Patient Photography and Video Imaging policy in PolicyTech. <https://vanderbilt.policytech.com/docview/?docid=10658>

### C. *LOBBYING POLICY MAKERS*

VUMC's Office of Federal Relations and Office of State Government and Community Affairs (state and local government) coordinate government relations and lobbying activities in collaboration with senior leadership. No member of the VUMC community may contact federal, state, or local officials on behalf of VUMC for purposes of lobbying or public policy advocacy without advance approval of either VUMC Office of Federal Relations or VUMC Office of State Government and Community Affairs.

This policy addresses the official representation of VUMC and includes the use of VUMC e-mail and display of VUMC credentials while advocating for changes to policy. Nothing in this policy is intended to restrict protected personal expression by or the rights protected by Section 7 of the NLRA of a VUMC faculty, House Staff member, or staff member including expression on behalf of a professional society or other organization, on personal time using personal resources. Furthermore, this policy is not intended to restrict a VUMC faculty, House Staff member, or staff member from identifying their profession or place of employment in the context of personal communication with a government official. However, a VUMC faculty, House Staff member, or staff member expressing personal views must make it clear that they are expressing such views and is not stating an official position of VUMC, unless previously authorized to do so. The VUMC Office of Federal Relations or VUMC Office of State Government and Community Affairs assists faculty, House Staff member and staff in drafting statements that ensure that such views are placed in the correct context.

While VUMC can engage in public policy advocacy, 501(c)(3) organizations are prohibited by law from directly or indirectly participating in, or intervening in, any political campaign on behalf of or in opposition to candidates for public office. VUMC employees must refrain from engaging in political campaign activity while at work or utilizing VUMC resources including the use of VUMC e-mail. VUMC encourages civic engagement, and the above restriction does not limit individuals from engaging in political activity (such as running for

Effective: 7/1/2023; Revised: 7/1/2024

Page 2 of 2

public office, campaign giving, endorsement of a candidate, or volunteering for a campaign) as private citizens.

For assistance with federal lobbying efforts, contact Vice President of Federal Relations Alex Currie, [alex.currie@vumc.org](mailto:alex.currie@vumc.org). <https://www.vumc.org/federal-relations/>

For assistance with state or local lobbying efforts, contact Vice President of the Office of State Government and Community Affairs Matthew Scanlan, [matthew.j.scanlan@vumc.org](mailto:matthew.j.scanlan@vumc.org). <https://www.vumc.org/ogca/>

Selection from VUMC Policy: [Lobbying on Behalf of Vanderbilt University Medical Center](#)