

MEDIA REQUESTS

- For all media requests, contact Jon McKee (see below).
- If a patient, family member, doctor or employee invites you to interview him/her about OSF Medical Group, you must contact Public Relations.
- If the interview involves a patient, a signed consent form must be in the patient's file before any interviews/photos/videos take place.

MEDIA CONTACT:



Jon McKee
Director, Public Relations & Communications
OSF Saint Francis, Inc.
OSF Medical Group
OSF Home Care Services
1420 W. Pioneer Parkway
Peoria, IL 61615
(309) 683-9301 office
(309) 689-6284 fax

MEDIA TIPS:

- OSF has no periods between the O, S and F. (It's OSF, **not** O.S.F.)
- All first references should say OSF Medical Group, not medical group.
- **OSF Medical Group** consists of nearly 500 physicians and more than 150 mid-level providers employed by OSF HealthCare in office locations throughout Illinois and Michigan. These providers bring together different medical disciplines to create an integrated system of patient-centered care. In 2009, OSF Medical Group recorded more than 650,000 patient visits.

HOW TO CHYRON and INTRODUCE STAFF & PHYSICIANS:

Correct chyron is: John Smith, MD
 OSF Medical Group

They can be introduced in the copy as “Dr. John Smith, pediatrician at OSF Medical Group.”

The correct on-screen chyron for any of our employees is their name on the first line with OSF Medical Group on the second line. You can use the verbal introduction to more fully explain their position.

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