

# Media Guide



Augusta University is a comprehensive research institution offering customizable experiences on four campuses in Augusta and locations across the state. Augusta's uniqueness shines through the university's diverse and inclusive community, world-class academics and experiential learning opportunities in computer and cyber sciences, business, art and more. Augusta University is Georgia's designated center of health sciences excellence, where groundbreaking research is creating a healthier, stronger Georgia. Get more info at [augusta.edu/fastfacts](http://augusta.edu/fastfacts)

## WORK WITH US

### Escort Policy

All interviews, filming or photography should be coordinated through Communications and Marketing. This policy is essential for protecting both student and patient privacy and safety, as well as operating within the law. It is a violation of HIPAA laws and university policy to interview, film or photograph a patient on our campus without written consent and an escort from the media relations team.

Members of the media may shoot stand-ups, live broadcasts or take photos of campus exteriors without an escort of the media relations office. Advanced notice is appreciated and will allow us to alert hospital security or university public safety officers to your presence.

Non-Augusta University organizations distributing press releases for their event or donation being held on campus must also notify Communications and Marketing. Early notification helps us to be aware of your event while ensuring the media adhere to university guidelines.

## CONNECT WITH US

### Social Media

For latest news and headlines on Twitter, follow: Jagwire (@AUG\_Jagwire)

Other key university and health accounts include:  
Augusta University (@AUG\_University)  
Augusta University Health (@AUG\_Health)  
Children's Hospital of Georgia (@GACHildrens)  
President Brooks Keel (@PresKeel)  
Provost Neil MacKinnon (@AUG\_Provost)

For advertising inquiries, please email [augusta@kivvit.com](mailto:augusta@kivvit.com)

### Media Relations

Communications and Marketing at Augusta University shares news and stories about Georgia's innovation center for education and health care. Contact us for interviews, events, story ideas, and photo opportunities. A member of the team is on-call and available 24 hours a day. We have two teams to serve you.

#### AUGUSTA UNIVERSITY

Call Augusta University Media Relations at **706-522-3023** or email [mediarelations@augusta.edu](mailto:mediarelations@augusta.edu) for inquiries related to:

- Research
- Medical College of Georgia (706-825-6473)
- Academics
- Students/ student life
- Faculty
- Campus

#### AU HEALTH SYSTEM

Call AU Health Media Relations at **706-715-3409** or email [auhealthnews@augusta.edu](mailto:auhealthnews@augusta.edu) for inquiries about:

- Health-related topics
- Patient conditions
- AUMC, AU Medical Associates or affiliated clinics
- Children's Hospital of Georgia
- Medical staff (e.g. nurses or doctors)
- Topics of interest for public health

### Patient Conditions

Members of the media in need of a patient condition should call **706-715-3409** to speak with the on-call media relations representative. Information will be disclosed about patients included in the hospital directory if the media requestors have inquired about the patient by name the patient has not opted out of the directory.

# Media Guide



## REPORT ON US

### Story Ideas **JAGWire**

Jagwire is the official newsroom of Augusta University, and includes news for faculty, students and staff, including press releases, patient stories and features. AU Health News is the official newsroom of AU Health and includes news for medical staff, physicians and patients. These sites may be helpful resources as you cover Augusta University and AU Health. Photos, videos or articles on Jagwire are available for download and reproduction in print and broadcast. If you need an interview for an upcoming news story, connect with one of our experts at [augusta.edu/experts](http://augusta.edu/experts).

[JAGWIRE.AUGUSTA.EDU](http://JAGWIRE.AUGUSTA.EDU)  
[NEWS.AUGUSTAHEALTH.ORG](http://NEWS.AUGUSTAHEALTH.ORG)

### Directions to Campus

Online maps and printable maps are available at [augusta.edu/maps](http://augusta.edu/maps).

Parking for reporters on the Health Sciences Campus includes:

- Medical Center Parking Deck on 15th Street
- Medical Office Building Parking Deck on Harper Street
- Children's Hospital of Georgia Parking Deck
- Student Center parking lot on Laney-Walker Boulevard

Parking for reporters on the Summerville Campus includes:

- Allgood Hall on Walker Street (southwest corner of campus)
- Maxwell Theatre (northwest corner)
- Jaguar Student Activities Center on Taylor Street (east side of campus)

### Brand Elements

High-resolution photos and video of Augusta University brand elements are available for download at [augusta.edu/dcm](http://augusta.edu/dcm)

\*Please do not alter or distort any logos you may use.

