



NICoE Media Guide

This guide describes the best practices and rules for interacting with NICoE staff, patients and former patients. It outlines the NICoE's pre-established guidelines concerning the media's access to patients, staff and the building, and delineates what the NICoE can accommodate when working with media. If you have additional questions or cannot find the information that you are looking for in this document, please contact the NICoE's Public Affairs Officer, Joshua Stueve at: joshua.stueve@med.navy.mil

NICoE GROUNDRULES:

All current or former patients must be accompanied by a government representative or certified NICoE staff member during all interviews or media interactions. Contractors working for the NICoE are not to be considered official spokesmen for the organization; therefore they should not be interviewed or quoted as a source of information on the NICoE.

NICoE PATIENTS:

Our number one priority at the NICoE is the care of our patients and their families. As we only have them for a short period of time, all of our efforts are directed toward providing them with the best possible care. As not to interfere with the patients and families during their brief stay at our facility, we do not offer interviews or filming of current patients. We want to give the patients as much privacy and respect as we can while they are with us.

The NICoE does have a number of former patients who have agreed to participate in interviews and media opportunities. We may be able to connect you with those individuals for potential interviews or filming opportunities.

NICoE EQUIPMENT & THERAPY SESSIONS:

Neuroimaging Lab

- Due to the magnets in the scanners, filming is unfortunately prohibited inside the neuroimaging spaces.
- We can provide B-roll that was taken of the neuroimaging room prior to the magnet being activated.

Computer Assisted Rehabilitation Environment (CAREN)

- We can have a NICoE staff member demo the CAREN for filming and photographs.
- Our Standard Operating Procedures (SOP) do not allow anyone who is not on active duty orders and insured by the Defense Enrollment Eligibility Reporting System to use the CAREN.

Creative Writing Workshops

- Due to our patient policy and in order to maintain the confidentiality of our current patient population, we do not allow media to take photos or videos of our creative writing workshop.
- We can arrange an interview with the NICoE's art therapist who helps lead the workshops.
- We can arrange, with the assistance of our partners at the National Endowment for the Arts (NEA), an interview with the guide of the writing workshop.
- We can contact former patients involved in the writing workshop for a potential interview.

Art Therapy

- We can arrange an interview with our Healing Arts Therapist.
- Due to our patient policy and in order to maintain the confidentiality of our current patient population, we do not allow media to take photos or videos of any Art Therapy sessions.
- A large number of service member created art pieces have been released for filming and photographing by the media, which we will identify during the time of the interview.