

Policy: Media

Purpose

A **Media Policy** is necessary to ensure:

- efficient and informed responses to Media requests and queries
- consistency in timing, accuracy and courtesy in response to Media requests and queries
- a responsible approach to presentation of the organisation and health issues in the Media, and responses to issues arising in the Media
- adherence to the values of the organisation in all dealings with the Media.

Scope

This Media Policy applies to all employees, Board members and co-opted committee members of the Counties Manukau District Health Board (CMDHB), referred to in this Policy as ‘CMDHB personnel’.

Principles

Principles underpinning this Media Policy:

- Honesty, openness and accuracy of information are important in all communications with key stakeholders, through the Media.
- Media communications should at all times take into account the cultural composition of the Counties Manukau communities, and ensure that appropriate communication strategies are used.
- Patient and, where appropriate, commercial confidentiality must be observed in any media discussions.
- Spokespeople or commentators on CMDHB matters must be authoritative and knowledgeable in the area being discussed, and must have a mandate from the organisation.
- Relationships with the Media should be mindful of their professional and deadline requirements, balanced with respect for the professional and operational demands of the health sector.

Continued...

Policy Number:	CORP-8265-012	Version:	2.0
Department:	Corporate	Last Updated:	April 2007
Document Owner:	Executive Officer	Next Review Date:	April 2009
Approved By:	Executive Management Team	Date First Issued:	December 2000
Counties Manukau District Health Board			

POLICY STATEMENTS

Spokespeople

- The Chair of the CMDHB is the principal spokesperson for the organisation on policy matters. This role can be specifically delegated in the Chair's absence or for specific issues.
- The Chief Executive of the CMDHB is the principal spokesperson for the organisation on all operational and staff issues. This role may also be delegated.
- Members of the Executive Management Team are authorised to speak with media on issues related to their individual portfolios. The Communications Manager needs to be advised of these discussions before the interview takes place.
- Any contact by the Media with personnel who don't have delegated spokesperson authority must be directed immediately to either the Chief Executive or to the CMDHB Communications Manager.

Media liaison

- All initial, proactive approaches to the Media should be discussed with a CMDHB Communications Manager in advance.
- All incoming Media calls must be directed in the first instance to the Chief Executive's office or the CMDHB Communications Manager.

Media releases

- Any media releases, statements or formal replies should be prepared with the assistance of the CMDHB Communications Manager and authorised by either the Chair or Chief Executive.

Official Information requests

- All requests for Official Information by the Media will be managed by the Chief Executive's office.

Training

- CMDHB personnel nominated to speak to the Media must receive or have received training in working with the Media or have guidance from the Communications Manager prior to media exposure.

Professional and employee organisations

- CMDHB personnel who are spokespersons for professional or employee organisations may make statements to the Media to express the views of their organisations, but in doing so must state the capacity in which they are speaking – ie, not as a representative of the CMDHB.

Continued...

Policy Number:	CORP-8265-012	Version:	2.0
Department:	Corporate	Last Updated:	April 2007
Document Owner:	Executive Officer	Next Review Date:	April 2009
Approved By:	Executive Management Team	Date First Issued:	December 2000
Counties Manukau District Health Board			

POLICY STATEMENTS (continued)

Commercial and clinical information

- No CMDHB personnel may discuss issues of a commercial or contractual nature without the express permission of the Chair or Chief Executive.
- Any CMDHB representative speaking to the Media shall not disclose to any person any information concerning the condition or clinical history of any patient who is receiving or has received services provided by the organisation, without the prior consent of the patient or their representative, and the Chief Executive.
- The Media may, however, be given the routine statement of condition provided about any patient, unless the patient or their representative has expressly requested that no information be given.

Legal liability

- CMDHB personnel making public statements regarding any person or organisation should be aware that they may be personally liable if the statement is unfounded.

Media visiting the hospital

- No film or media crew may be on CMDHB premises without the express permission of the Communications Manager who will liaise with the relevant GM, COO, DON or CMO.
- No member of staff or a patient may be filmed, photographed or interviewed without the express permission of the Communications Manager.
- No member of staff or a patient may be photographed or filmed without their permission. It is preferable that this be in writing.
- Any media found on CMDHB property without permission will be escorted off the premises by security.
- Security will be advised in advance by CMDHB Communications Manager of legitimate media presence.

Policy Number:	CORP-8265-012	Version:	2.0
Department:	Corporate	Last Updated:	April 2007
Document Owner:	Executive Officer	Next Review Date:	April 2009
Approved By:	Executive Management Team	Date First Issued:	December 2000
Counties Manukau District Health Board			

Code of Conduct for Media on CMDHB Site



Important: The following interview/filming procedures are to be followed as part of CMDHB permission to interview and/or film within CMDHB facilities. If you do not agree to the following procedures, CMDHB withdraws permission to film within our facilities

Specific Filming/Interviewing/ Observation Conditions

- The rights to privacy, confidentiality and safety of the patient, his/her family and staff, are paramount at all times.
- The premises must be left in the same condition as they are found.
- Film crew must observe the hospital's health and safety procedures e.g. obeying fire alarms.
- If lights or equipment are interfering with staff procedures they may not be used.
- The film crew may only film clinical procedures with the express permission of the GM/clinician in charge/communications manager.
- Any deviations from the plan or timetable to be discussed with the clinician in charge/communications manager.
- NO close ups of patients or families unless permission is granted by the patient and/or families at the consultant initiation.
- NO other staff interviewed.
- Staff must give their consent to be in any background shots.
- If staff ask the crew to stop shooting at any time, they must stop immediately.
- If staff ask the crew to leave CMDHB premises at any time, they must leave immediately.
- Staff reserve the right to withdraw consent at any time up to, during or 7 days after filming.

Policy Number:	CORP-8265-012	Version:	2.0
Department:	Corporate	Last Updated:	April 2007
Document Owner:	Executive Officer	Next Review Date:	April 2009
Approved By:	Executive Management Team	Date First Issued:	December 2000
Counties Manukau District Health Board			