

**Policy document**

# **Media Policy**

Version: 1.0

Date Approved: April 2014

## Document Control Sheet

Title of document:	Media Policy		
Supersedes:	Media Policy		
Placement in Organisation:	Corporate Services		
Consultation/Stakeholders	Executive/Senior Management Teams		
Author(s) name:	Nick Gomm		
Department/Team:	Corporate Services		
Approved by:	Senior Management/Executive Teams		
Approval date:	April 2014	Review date:	April 2016
Implementation Date:	July 2014		
Implementation Method:	CCG Website Manchester Matters		
<i>This document is to be read in conjunction with the following documents:</i>			

## Version Control

Version	Date	Brief description of change
1.0	13/3/13	Initial draft

*PLEASE NOTE: the formally approved copy of this document is held on North, Central and South CCG's website. Printed copies or electronic saved copies must be checked to ensure they match the current online version.*

## Contents

- Title Page .....	1
- Document Control Sheet .....	2
- Contents Page .....	3
1.0 Policy Statement .....	4
2.0 Introduction .....	4
3.0 Purpose .....	4
4.0 Responsibilities .....	4
5.0 Definitions of Terms Used .....	4
6.0 Responding to media enquiries in normal working hours .....	5
7.0 Formulating and approving responses to media enquiries in normal working hours.....	5
8.0 Handling media enquiries outside normal working hours .....	6
9.0 Handling media enquiries about a major incident .....	6
10.0 Approaching the media proactively .....	6
11.0 Filming and photography of CCG staff, patients and premises .....	7
12.0 Social media.....	7
13.0 Process for approval and ratification.....	8
14.0 Dissemination, training and advice .....	8
15.0 Review, Monitoring and Compliance.....	8

## Appendices

Appendix A - News proforma .....	9
Appendix B - Photo/video release form.....	10

1.0	Policy Statement
1.1	The three Manchester Clinical Commissioning Groups have an established relationship with local and national media. This policy stipulates the process for managing media liaison on an ongoing basis to maintain this relationship, and ensure timely and appropriate media content to support delivery of the CCGs' strategic objectives.
2.0	Introduction
2.1	This policy describes the process all Clinical Commissioning Group (CCG) members and staff should follow in relation to responding to media interest in the CCG and approaching the media proactively to publicise the CCG's work.
3.0	Purpose
3.1	<p>The purpose of this policy is to:</p> <ul style="list-style-type: none"> <li>▪ Provide a consistent, planned approach to liaison between the CCG and the media</li> <li>▪ Maximise opportunities to project a positive image and promote key messages to large audiences</li> <li>▪ Minimise the publication or broadcast of false or misleading information about the CCG and wider NHS</li> <li>▪ Acknowledge the important role of the media in providing information to the public about NHS services and formalise support for this process</li> <li>▪ Ensure the CCG is able to respond to media stories as and when they occur, including outside normal working hours.</li> </ul>
4.0	Responsibilities
4.1	The Head Of Corporate Services is responsible for ensuring effective implementation of this policy.
4.2	The Communications and Engagement team are responsible for liaising with the media in line with this policy.
5.0	Definitions of Terms Used
5.1	The term 'media' applies in this context to newspapers, magazines, television, radio, websites, production companies and any other organisation that communicates news or events to a wide audience.
5.2	The term 'Communications and Engagement team' applies in this context to the individuals the CCG Boards have tasked with the responsibility of managing media relations on their behalf.
5.3	The term 'Social media' is the term commonly used for websites which allow people to interact with each other in some way by sharing information,

	opinions, knowledge and interest. As the name implies, social networking involves the building of online communities and networks encouraging participation and engagement.
6.0	Responding to media enquiries in normal working hours
6.1	Staff who receive media enquiries by means other than telephone, such as email, post or in person, should contact the Communications and Engagement team themselves with the journalist's contact details.
6.2	Any CCG representative who receives an enquiry from a journalist during normal working hours should refer them to the Communications and Engagement team (journalists may ask for the 'press office').
6.3	Staff should not answer a journalist's questions directly or make comments about any issues raised by a journalist unless this has been agreed first through liaison with the Communications and Engagement team.
7.0	Formulating and approving responses to media enquiries in normal working hours
7.1	The Communications and Engagement team is responsible for liaising directly with journalists over all media enquiries. This includes clarifying what information is required, what the deadline is and what form of response, e.g. written statement or interview, the journalist would like. The Communications and Engagement team will seek to establish the angle of the story and interpret how the CCG is likely to be represented in context, identifying any risks or opportunities that may exist.
7.2	The Communications and Engagement team will initially seek the information required to provide a response from the most relevant senior CCG representative. CCG representatives are expected to cooperate with the Communications and Engagement team to ensure the CCG responds to media enquiries within deadlines, which may be at very short notice. In the absence of said representative, this responsibility should be delegated as with other duties to a suitable deputy. A list of CCG representatives and deputies by topic area will be maintained by the CCG core staff team.
7.3	The Communications and Engagement team will agree with the relevant individual the most appropriate form of response. This decision will be based both on what, if any, preference was expressed by the journalist and how best to maximise any opportunities or mitigate any risks the story presents.
7.4	Written responses will be agreed between the CCG representative and Communications and Engagement team. Media responses on potentially contentious issues should be approved by a CCG Board member.
7.5	Where media issues affecting the CCG also relate to a partner organisation, a joint approach will be required. The Communications and Engagement team will liaise with Communications and Engagement teams within those other

	organisations to establish this joint approach.
8.0	Handling media enquiries outside normal working hours
8.1	<p>Any CCG representative who receives a routine, non-urgent enquiry from a journalist outside normal working hours should take the journalist's name, organisation and telephone number, and email the Communications and Engagement team's generic email address: <a href="mailto:communicationsmanchester@nhs.net">communicationsmanchester@nhs.net</a>).</p> <p>The Communications and Engagement team will pick up and deal with the request on the next working day.</p>
8.2	Urgent media calls out of hours will be dealt with by the senior manager who is 'on call' at the time the call comes in. They are responsible for deciding how to respond to the enquiry within the deadline provided.
8.3	It is acknowledged that in some cases it may not be possible to access information to formulate a well informed response outside normal working hours. However, journalists work to their own deadlines and will rarely delay a story for this reason. It may be to the detriment of the CCG's reputation if a response is not provided and the 'on call' manager must consider whether providing a limited response is better than no response at all.
9.0	Handling media enquiries about a major incident
9.1	The CCGs' Incident Response plan will be instigated in the event of a major incident. In the first instance, staff who directly receive a media enquiry regarding a major incident can continue to follow the guidance in sections 7 and 8. However, the process of formulating a response will be guided through the implementation of the Incident response plan.
10.0	Approaching the media proactively
10.1	The CCGs in Manchester wish to take a proactive approach to promoting its activities, particularly in improving local health services and supporting people to live healthier lives. The media is recognised as an effective channel for reaching large numbers of people through relatively little investment of time or resources.
10.2	<p>The Communications and Engagement team is responsible for all proactive approaches to the media following liaison with relevant staff. Any staff members who have a proposal for a press release, interview or other proactive media opportunity should contact the Communications and Engagement team by submitting a completed News Proforma (Appendix A). Alternatively, the Communications and Engagement team can be contacted for an initial discussion on 0161 765 4004.</p> <p>The Communications and Engagement team will advise as to whether the issue is suitable for a proactive approach to the media and/or whether it is</p>

	<p>appropriate for other uses such as the staff magazine. If appropriate, the Communications and Engagement team will then liaise with relevant staff in drafting a press release or agreeing any other suitable approach, such as a verbal 'pitch' to a journalist.</p> <p>Any proactive media material such as a press release or any proposal to field a member of staff for interview must be agreed by the relevant lead manager and Communications and Engagement team.</p>
10.3	A member of the Communications and Engagement team will identify themselves to the media as the first point of contact at the CCG on any given press release or as part of any other proactive approach to the media. If the proactive approach leads to interest from a journalist, the Communications and Engagement team will quickly liaise with relevant staff to ensure further information or interviews are arranged as required.
11.0	Filming and photography of CCG staff, patients and premises
11.1	Any external organisation wishing to film or take photographs on CCG premises requires the CCG's permission. Staff who receive any such requests should refer them to the Communications and Engagement team on 0161 765 4004. The Communications and Engagement team will be responsible for establishing the detail of the request and liaise with the relevant lead manager and Director to agree whether the filming or photography can take place.
11.2	The primary concern of the CCG in considering requests for filming or photography is the privacy and dignity of members of the public or staff. This should not be jeopardised in any way. Where it is agreed that filming and photography can take place, any individual who may appear in it will be approached and asked to give their consent. This will be acknowledged formally through the completion of a consent form (Appendix B), which will be retained by the Communications and Engagement team.
11.3	The privacy of the CCG's staff is also important and their work should not be unduly disrupted by filming or photography. Any staff asked to appear in filming or photography will be approached for permission and their wishes will be respected if they choose not to do so.
12.0	Social media
12.1	The CCGs have a number of social media sites which they use to communicate information and engage with their 'followers' or 'friends'. The responsibility for maintaining and updating content on these sites lies with the Communications and Engagement team. Staff members are encouraged to discuss ideas for social media content with the team.
12.2	Members of staff will have their own personal social media presence. When updating content on these sites, it is important staff members recognise the public nature of their comments and use common sense when deciding what

	to post. When posting items which could be regarded as work related, staff members should ensure that it is clear that the views expressed are their own and not those of the CCG. Any misuse of the policy will result in an investigation under the disciplinary policy.
13.0	Process for approval and ratification
13.1	This policy will be approved by North and South Manchester CCGs' Senior Management Team and Central Manchester CCG's Executive team.
14.0	Dissemination, Training and Advice
14.1	This policy will be disseminated via Manchester Matters. Further training will be provided to relevant groups as required.
15.0	Review, Monitoring and Compliance
15.1	This policy will be reviewed on a two-yearly basis. Monitoring of compliance with the policy will be carried out by the Communications and Engagement team with any issues reported through the CCGs' Senior Management/Executive teams.

## Appendix A - News Proforma

**Name:**

**CCG role:**

**Contact name for further enquiries:**

**Contact details**

Telephone:

Mobile:

email:

Address

**Brief description of activity/news to be publicised:**

**Who is involved (i.e. individuals/teams/partner organisations)?**

**Is there a specific time for this news to be publicised?**

**Please return completed forms to: [communicationsmanchester@nhs.net](mailto:communicationsmanchester@nhs.net)**

## Appendix B - Photo/Video Release Form

We would like to use the photographs/video footage taken of you on \_\_\_\_\_(dd/mm/yyyy) for the following purpose/s:

---

---

Your consent reassures us that you have been consulted about the inclusion of photographs or video footage taken in the development of the above work.

You will be consenting to the CCG using these photographs or video footage in the development of the above work at any time during the next two years – dated from the date of you giving your consent.

However it must be made clear that the resources may still be in circulation following the two years.

**Name of photographer/camera person:**

**Location:**

**Name of individual photographed/filmed:**

**Status/Occupation:**

**Work/Home address:**

**Contact telephone number:**

I permit .....CCG to use the photographs as detailed above.

**Signature..... Date.....**

(Must be signed by parent/guardian if individual is under 18 years of age.)