

Policy document

Media Policy

Document Control Sheet

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<p>This document is to be read in conjunction with the following documents:</p> <p>MHCC's Social Media Policy</p> <p>Freedom to Speak Up Policy (including Whistleblowing)</p>			

Version Control

Version	Date	Brief description of change
1.0	19/09/18	Initial draft

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1.0	Policy Statement
1.1	<p>Manchester Health and Care Commissioning (MHCC) has 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 MHCC's strategic objectives.</p> <p>Both NHS Manchester CCG and Manchester City Council employ a wide range of staff across Manchester's health and care system; this policy only applies to MCC and CCG employees who work within Manchester Health and Care Commissioning.</p>
2.0	Introduction
2.1	<p>This policy describes the process Manchester City Council (MCC) staff and member that are part of MHCC including its board and all Manchester Clinical Commissioning Group (CCG) members and staff should follow in relation to responding to media interest in MHCC and approaching the media proactively to publicise MHCC's work.</p>
2.2	<p>In addition to this Policy Manchester City Council employees must also adhere to the Council's Media Protocol.</p>
3.0	Purpose
3.1	<p>The purpose of this policy is to:</p> <ul style="list-style-type: none"> ▪ Provide a consistent, planned approach to liaison between the MHCC and the media ▪ Maximise opportunities to project a positive image and promote key messages to large audiences ▪ Minimise the publication or broadcast of false or misleading information about MHCC, the Council and wider NHS ▪ Acknowledge the important role of the media in providing information to the public about health and care services and formalise support for this process ▪ Ensure the MHCC is able to respond to media stories as and when they occur, including outside normal working hours.

4.0	Responsibilities
4.1	The Director Of Corporate Affairs is responsible for ensuring effective implementation of this policy.
4.2	The Communications and Engagement team commission the services of Manchester City's Council's News and Media Team who are responsible for liaising directly with journalists over all media enquiries.
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 MHCC's Board has tasked with the responsibility of managing media relations on their behalf.
5.3	The term 'Social media' is the term commonly used for web platforms 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 MHCC 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 commission the services of Manchester City's Council's News and Media Team who are 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 News and Media Team will seek to establish the angle of the story and interpret how MHCC is likely to be represented in context, identifying any risks or opportunities that may exist.
7.2	The News and Media Team will initially seek the information required to provide a response from the most relevant senior MHCC representative. MHCC representatives are expected to cooperate with the Communications and Engagement team to ensure the MHCC 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.
7.3	The News and Media 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 MHCC representative and the News and Media Team. Media responses on potentially contentious issues should be approved by the MHCC Board Chair.
7.5	Where media issues affecting the MHCC 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	Any MHCC 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 News and Media Teams generic email address and cc the Communications and Engagement team: press.office@manchester.gov.uk communicationsmanchester@nhs.net

	The Communications and Engagement team will pick up and deal with the request on the next working day.
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 MHCC'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 MHCCs' 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.
9.2	Should the Major Incident affect multiple NHS and Public Sector organisations including Greater Manchester Police and Greater Manchester Fire and Rescue then the response will be managed by Greater Manchester Combined Authority and the Office of the Mayor of Greater Manchester.
10.0	Approaching the media proactively
10.1	MHCC takes 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. Alternatively, the Communications and Engagement team can be contacted for an initial discussion on 0161 213 1760.</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 appropriate for other uses such as the staff magazine. If appropriate, the Communications and Engagement team will then liaise with the News and Media Team at the Council who will draft a press release or agree 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>
11.0	<p>Filming and photography of MHCC staff, patients and premises</p>
11.1	<p>Any external organisation wishing to film or take photographs on Manchester CCG's premises requires MHCC's permission. Staff who receive any such requests should refer them to the Communications and Engagement team on 0161 213 1760. 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.</p>
11.2	<p>The primary concern of MHCC 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 A), which will be retained by the Communications and Engagement team.</p>
11.3	<p>The privacy of 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.</p>

11.4	Requests to film on Council premises which are current affairs-related but not directly related to Council services – for example a vox pop of library or market customers about a general issue in the news – should be referred to the News and Media Team
12.0	Social media
12.1	MHCC has 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	Manchester CCG Employees use of social media is set out in MHCC’s Social Media Policy and is not covered here.
12.3	Manchester City Council Employees use of social media is set out in the Council’s Social Media Policy and is not covered here.
13.0	Process for approval and ratification
13.1	The News and Media Team will oversee the sign-off of any material to be released to the media – whether proactive or reactive. Anything other than straightforward factual information or previously-approved material needs to be signed off by the member of staff who provided the information it is based on, an Executive Director or Board Member and the relevant Clinical Lead.
13.2	However, there may be occasions when deadlines and circumstances dictate that it is necessary to issue a statement which is only partially signed off rather than risk the reputational damage – or missed opportunity for positive coverage – of failing to respond before an item is published or broadcast.
13.3	The risk has become particularly acute in the current digital first news landscape which has made deadlines ever tighter with media outlets giving less and less response time. This means it is incumbent on employees to respond to requests from the News and Media Team for information and sign off/feedback on statements at the earliest opportunity. The quicker the team can respond the more chance there is of shaping a story to better reflect MHCC’s position or refute falsehoods.
13.4	While the team will always make best endeavours to obtain full sign-off, the minimum required is for either the relevant Executive Director or Clinical Lead to have approved an item. In exceptional circumstances, where neither can be contacted and no more senior alternative is available, the Director of

	Corporate Affairs and News and Media Team Manager have the authority to issue a holding statement where they judge that the urgency and importance of a response outweighs the need to ensure full sign off.
14.0	Employees appearing in the media/on television programmes in a personal capacity
	While employees are entitled to appear in the media in their capacity as private individuals this should not identify that they work for the Council, Manchester CCG or MHCC nor can it conflict with their role or MHCC's values. The News and Media Team do not need to be consulted on such appearances but if in any doubt about the above officers should check with their line managers who should refer to HR/OD for further guidance if required.
15.0	Review, Monitoring and Compliance
15.1	This policy will be reviewed on a three-yearly basis. Monitoring of compliance with the policy will be carried out by the Communications and Engagement team with any issues reported through MHCCs' Senior Management/Executive teams.

Appendix A

Photography, filming and Recording Consent Form

Section A: About you

Full name:			
Address:			
Telephone:		Email:	

Section B: About the project/media

Description of project/media:	
Location:	
Date:	

Section C: Your consent

Consent required	<p>I give consent for Manchester Health and Care Commissioning to public, republish, or otherwise transit still and moving images and audio of myself, for the purposes of:</p> <ul style="list-style-type: none"><input type="checkbox"/> Publicity, fundraising and advertising materials, including printed publications<input type="checkbox"/> Presentation and exhibition materials<input type="checkbox"/> Websites, social media channels and digital communications<input type="checkbox"/> News media and their associated websites and social media channels including print, television and radio <p>I understand that still and moving images and audio will be stored electronically in accordance with the General Data Protection Regulation (GDPR) and may be used for up to three years from the date of signing. I have the right to withdraw this consent at any time by calling 0161 213 1760 or by writing to Manchester Health and Care Commissioning, 2nd Floor, Parkway 3, Parkway Business Centre, Princess Parkway, Manchester. M14 7LU.</p>
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Section D: Your Signature

I am the person identified in section A and in the photograph(s), filming and/or recording. I understand the above request and give informed consent.

Signature:

Date:

Section E: Your Lasting Power of Attorney or Parent/Guardian's Signature

*delete as appropriate

* I am the Lasting Power of Attorney (LPA) for Health and Welfare / * Parent or Legal Guardian of the person identified in Section A and in the photographs, filming and/or recording (proof may be required). I understand the above request and give informed consent.

Full Name:

Relationship:

Telephone:

Email:

Signature:

Date: