

MEDIA PROTOCOL

STANDARDS

- All media statements must clearly identify the spokesperson, their position and for whom they are speaking on-behalf.
- The interview's name, the publication they represent and the intention of the interview must be gained before comment is made.
- With the exception of the Medical Officer of Health, all media contact must be agreed by the Bay of Plenty District Health Board (BOPDHB) Communications Manager and / or the Chief Executive Officer (CEO) before comment is made, and where possible, comment must be made in writing via the Communications Manager.
- Spokespeople must seek clarification from the interviewer where there may be doubt or confusion.

STANDARDS TO BE MET

1. Roles And Responsibilities

Role	Responsibility
Board Chairperson / Chief Executive Officer (CEO)	<ul style="list-style-type: none"> • The Chairperson of the Board and CEO are the principal spokespersons for BOPDHB on all policy and political issues. • This authority will be delegated as appropriate.
Communications Manager	<ul style="list-style-type: none"> • Deal with all day-to-day enquiries from the media and general communication matters. • First point of contact for media enquiries. • May refer the media to delegated spokespersons as necessary and will arrange this. • For matters where a professional opinion is required to assist the media, the Communications Manager may give permission for a staff member to speak to the media. • All other enquiries must be responded to in writing by the Communications Manager or verbally by a delegated spokesperson.
Delegated Spokespeople	<ul style="list-style-type: none"> • Members of BOPDHB's Executive Council, the Communications Manager, the Board Chairperson and the Medical Officer of Health are delegated spokespersons for BOPDHB. • All other enquiries should be referred to the Communications Manager. Approval may be given by the above delegated spokespersons, in conjunction with the Communications Manager to allow other staff to communicate with the media where appropriate.
After Hours Managers	<ul style="list-style-type: none"> • In a major hospital event after hours, media inquiries should be directed to the Duty Nurse Manager and / or the on-duty Senior Manager for action.
Medical Officer of Health	<ul style="list-style-type: none"> • The Medical Officer of Health is the delegated spokesperson on issues relating to public health.

Issue Date: Oct 2016	Page 1 of 5	NOTE: The electronic version of this document is the most current. Any printed copy cannot be assumed to be the current version.
Review Date: Oct 2017	Version No: 4	
Protocol Steward: Communications Manager	Authorised by: GM Corporate Services	

 <p>BAY OF PLENTY DISTRICT HEALTH BOARD HAUORA A TOI</p> <p>MEDIA PROTOCOL</p>	<p>MEDIA COMMUNICATION</p>	<p>Policy 2.2.5 Protocol 1</p>
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Role	Responsibility
<p>Public Health Regional Manager</p>	<ul style="list-style-type: none"> Public Health Regional Manager may initiate contact with and respond to media directly on matters of public health where they have a contracted or legal responsibility. Matters that could affect the BOPDHB should be discussed with the Communications Manager before public comment is made.

2. Media Comment

2.1 General

- a) BOPDHB encourages staff to pursue positive communication opportunities with the media through the Communications Manager.
- b) In all cases news releases must be generated, or edited by the Communications Manager before release.
- c) When the Communications Manager is not immediately available, for example leave or sickness, news releases should be written as clear, concise bullet points (see Dealing with the Media Tips) and signed off by a delegated spokesperson.
- d) To maintain a consistent corporate image, BOPDHB news releases must be presented in an established format encompassing a standard masthead, log, typeface and writing style.
- e) Media enquiries will be responded to in a timely manner – with those asked to respond mindful of the finite editorial deadlines within which the journalist must work. It is in BOPDHB's best interests to respond to the media in a timely manner.
- f) Timely has been defined here for the following media and is applicable in working hours, with the except of radio. Note that this is a guideline only and instruction for a timely response should be taken from the Communications Manager on a case-by-case basis.
 - i. Radio – no more than 20 minutes for an urgent radio request.
 - ii. Daily newspaper – no more than four to eight hours
 - iii. Weekly newspaper – two days.
- g) All media contact must be agreed by the Communications Manager and / or the CEO before comment is made, and where possible, comment must be made in writing via the Communications Manager.
- h) At no time should any staff member be drawn into commenting 'off the record' to any media representative. 'No comment' should also be avoided.
- i) For matters where a professional opinion is required to assist the media, the Communications Manager may give permission for a staff member to speak to the media.

2.2 Privacy

- a) No person employed by BOPDHB shall disclose to the media any information concerning the condition or medical history of any patient who is receiving, or has received services provided by BOPDHB, without the prior written consent of the individual.
- b) The only exception to this rule is set out in Section 22c of the Health Privacy Code regarding media contact for accident victims. Under this section media may enquire and be told brief details of an accident victim's condition e.g. stable or critical condition.
- c) The public has the right to correct information subject to the provisions of the Privacy Act 1993 and the Health Information Privacy Code 1994. These require

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that only information that briefly describes the nature of injuries may be given to the media

- d) This information must only be given by a BOPDHB spokesperson or a Nurse Leader.
- e) All staff must adhere to the provisions of the Privacy Act 1993.

2.3 Audio Visual

- a) BOPDHB will, on occasions, co-operate with requests for film, tape (audio or visual) or photographic recordings, where this does not unduly pressure staff in the course of their work.
- b) All requests must be referred to the Communications Manager for approval.
- c) Requests to observe, film or record clinical and other treatment procedures will only go ahead where there is prior written consent of patient(s) and senior health professionals involved.
- d) Media and other professional / amateur photographers are not permitted to take photographs on BOPDHB property without consent from the Communications Manager and consent of the people being photographed.

2.4 Official Information Act Requests

- a) All Official Information Act (OIA) requests by the Media will be managed by the CEO's office.

3. Media Releases

- 3.1 BOPDHB will issue media releases to inform and publicise matters of public interest.
- 3.2 All media releases will be issued by Communications Manager, a delegated spokesperson or public health staff on matters of public health where they have a contracted or legal responsibility.
- 3.3 All news releases must carry the identification and contact numbers of a suitable person for any further clarification required.
- 3.4 On most occasions, news releases will be dispatched to all media organisations at the same time. Exceptions to this include where a journalist requests information on a specific issue (then it is acceptable to supply that on a one-off basis), or at the discretion of the Communications Manager.
- 3.5 Written media releases will be set out using the BOPDHB media release template and header and conform with logo / livery standards.
- 3.6 Media conferences can be initiated by the Board Chairperson, CEO, a delegated spokesperson or Communications Manager.
- 3.7 The Communications Manager must be informed about all contact with the media and potential areas of media interest, apart from day-to-day public health issues being handled directly by public health staff (see roles and responsibilities).
- 3.8 A log of all media enquiries and actions taken will be kept by the Communications Manager for future reference.
- 3.9 Using the Media Reporting Sheet, staff can prepare their own notes for editing into correct format and style by the Communications Manager.

4. Distribution List

- 4.1 Media releases can be issued to a wide range of organisations and / or targeted to specific groups.
- 4.2 All media releases are distributed via the Communications Manager, with the exception of Toi Te Ora Public Health, which has delegated communications people who carry out this function.

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5. Policy And Governance

- 5.1 The authorised spokespeople are the BOPDHB Chairperson or the Deputy Board Chairperson in the Board Chairperson's absence. Committee Chairpersons are authorised to make statements accurately reporting decisions of their committees.
- 5.2 Elected members may make statements on behalf of the Board only with the specific authority of the Board or relevant committee Chair. No statements made in this capacity shall undermine any existing policy or decision of the Board or criticise the conduct of BOPDHB managers or staff nor should it undermine any existing policy or decision of the Board.
- 5.3 Where possible it is requested that Board members run comments past the Communications Manager or the CEO before releasing to the media.

6. Management And Operation

- 6.1 The authorised spokesperson is the CEO or a designated spokesperson.
- 6.2 All enquiries should be directed to Communications Manager who will prepare the necessary material for the CEO or staff member as directed. The final release will be signed off by the CEO.
- 6.3 For specialist projects, a media spokesperson may be appointed by the CEO.
- 6.4 The CEO, management and staff should not comment publicly on the performance of the Board or Board members.

7. Emergency Management

- 7.1 In the case of an emergency event occurring at a BOPDHB site or concerning a staff or operational issue, media activities will follow the action guidelines stated in the Emergency Management Plan - refer to policy 5.2.1 Emergency Management.
- 7.2 An emergency is any event which presents a serious threat to the health and safety of BOPDHB staff or those people in their care or the inability to provide an essential service that forms the core business of BOPDHB. It can include an event that presents a serious threat to the reputation of a member or group of BOPDHB staff or to the organisation.
- 7.3 A declaration of civil defence emergency by either the local or regional Civil Defence Headquarters.
- 7.4 Only the Board Chairperson and CEO, Incident Controller or Communications Manager should make statements on issues of such importance.
- 7.5 The above statements may not apply to the Medical Officer of Health, or supervising health protection officers, where they are acting under statutory authority.

8. Advertising

- 8.1 All media advertising must conform to BOPDHB logo and livery specifications.
- 8.2 Corporate media advertising is facilitated by the Communications Manager with the exception of Public Notices and recruitment advertisements.
- 8.3 Services may arrange for their own media advertising to coincide with promotional campaigns, etc, but this must maintain a consistency in standards and be signed off by the Communications Manager.
- 8.4 All media advertising (apart from external national campaigns) must be requisitioned under the BOPDHB banner to take advantage of discounted rates.

9. Media Training

Media training will be organised by the Communications Manager where appropriate.

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REFERENCES

- Privacy Act 1993
- Health Privacy Code (Section 22c)

ASSOCIATED DOCUMENTS

- Bay of Plenty District Health Board policy 2.2.5 Media
- Bay of Plenty District Health Board policy 2.2.5 protocol 2 Media Contact Process
- Bay of Plenty District Health Board policy 5.2.1 Emergency Management
- Bay of Plenty District Health Board Media Reporting Sheet
- Bay of Plenty District Health Board Media Strategy
- Bay of Plenty District Health Board Logo and Livery Specifications

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