

Policy for the handling of visiting media to the Organisation

Version 1

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Document Version Control	
<i>Version no</i>	<i>Details of review/alterations, rational for document etc</i>
1	Policy developed to ensure that appropriate arrangements are in place to manage visiting media to the organisation.

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1. Introduction

This policy relates to visits by the media to (name of the organisation) and has been developed following recent allegations of abuse by Jimmy Savile at NHS facilities.

This policy aims to ensure that all media visits are handled appropriately and patients are protected from any potential safeguarding issues relating to (name of the organisation).

Requests from the media to visit our organisation maybe received by (name of who would receive the request). Members or teams of staff often also request for the media to visit to take a photograph when they hold events, such as a promotional event for their service, charitable donation, children's party etc.

2. Purpose

This paper sets out a policy on the handling of visiting media to the organisation.

The policy covers any media including (but not exclusively) television crews, radio news crews, newspaper and press agency reporters and photographers.

3. Duties (Roles and responsibilities)

It is the duty of every employee to ensure that this policy is followed for all media visits. Advice can be sought from (name of who advice can be sought from), should any clarification be needed.

Any request by the media to visit the organisation **must** be forwarded to the (name of who request should be forwarded to) for approval. Every such visit should follow the procedures within this policy.

4. Procedures

The following procedures must be followed by any member of staff organising a media visit to the organisation or receiving a request from the media for a visit to the organisation, whatever the circumstances.

4.1 Prior to the visit

All requests for visits or planned visits must be directed to (name and contact details of who needs to be contacted for the organisation). If individuals are approached by the media they must contact (name of who needs to be contacted) immediately, who will then deal with the request in a timely manner and to meet the media's deadlines.

(name of who is responsible) will liaise with the relevant personnel in advance of any visit by the media to ensure that it is appropriate to visit the area on the proposed date. If in doubt about whether a visit is appropriate, then the (name of who is responsible) will liaise with (name and deputy of person with whom they need to contact).

4.2 On the day of the visit

All media visitors should be met and escorted to the visit area by a named member of staff (chaperone). The chaperone should stay with them throughout their visit.

Any visitor, arranged by the organisation, should **at no time** be left unattended with service users and their families. This would potentially be a safeguarding issue.

Any photograph or filming by the media visitor of a service user or their family should only be done so with the express permission of the service user or family member (and parent or guardian in the case of a minor). Any photograph taken by a member of the organisation, or the Communications Team, of a service user or their family will require the completion of a consent form.

The chaperone must ensure any protocols/ procedures in place to protect the service user are followed by any media visitor.

Should there be any concerns of a safeguarding nature, advice should be sought from (name of who to contact).

4.3 Royal Visits

Should there be a Royal Visit on organisational premises then only selected media, who will have been issued with specific press passes, will be able to attend. These media will be met by a (name of who will meet them) who will accompany them throughout the visit.

4.4 Ministerial Visits

Should there be a Ministerial Visit on Trust premises then the media will only be invited by (name of who would invite the media) on agreement with the Minister's Private Office.

Should the media be invited to attend the visit then they will be accompanied throughout the visit by (name of who will accompany them).

4.5 Specific requests for filming

Individual services or staff may receive requests directly from the media to film within their service. This may be for a news item or a documentary.

All such requests **must** be forwarded to (name of who requests need to be forwarded to) who will deal with them on behalf of staff/services. Members of staff must not agree to any filming on the organisations premises without the prior knowledge and approval of (name of who needs to be contacted) and, in the case of filming, the approval of (name of who needs to give approval).

On all occasions, the film crew must be accompanied by a member of (name of who needs to accompany them).

4.6 Photography requests

All staff organising an event where they would like the media to take photographs must contact (name of who to contact). (name of who is responsible for liaising) will liaise with the media.

On no account must staff contact the media to attend an organisational event without the prior approval of (name of who approval should be given by).

Any media photographer will be accompanied at the event by a member of staff from (details of who will accompany them).

Should any member of the media arrive at the organisation and ask to be let into an area of the organisation without prior approval of (name of who would give approval) then (name of who to contact) should be contacted immediately. If this is not approved by (name of who will be give approval) then the member of the media will be asked to leave the organisations premises.

Staff members should not assume that approval has been given without contacting (name of who to contact).

The (name of who is responsible for notifying the area) will always liaise with the relevant areas before a media visit takes place. If there has been no liaison then it is likely that (name of who needs to give approval) have not given approval or seen the request and they should be contacted immediately and before any filming/photography takes place.

4.7 Visits organised directly by patients and their families

Visits by the media into organisational premises, arranged directly by patients and their families, must be in agreement with the organisation through liaison with (name of who needs to be contacted).

It is not acceptable for members of the media to film and take photographs on organisational premises without the prior consent of that organisation.

5. Training and Implementation

There is no training requirement for this policy. However, all staff members should be made aware of this policy and the procedures within it.

6. Trust Equalities Statement

(name of the organisation) aims to design and implement services, policies and measures that meet the diverse needs of our service, population and workforce, ensuring that none are placed at a disadvantage over others. We therefore aim to ensure that in both employment and services no individual is discriminated against by reason of their gender, race, disability, age, sexual orientation, religion or religious/philosophical belief or marital status.

The policy has been assessed against the protected characteristics and was found not have an impact against the same.

7. Monitoring Compliance with this Procedural Document

(name of who is responsible) will keep a record all external visits to the Trust.

If the Communications Team hear of any visits taking or that have taken place that have not followed the Policy, these will be reported to (enter who it needs reporting to within the organisation, including a deputy).

If there are any concerns that service have been in a vulnerable position with regard to safeguarding then (name of who it should be reported to), must be informed immediately.