

NEWS MEDIA AND REQUESTS TO FILM

General Administrative

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I. PURPOSE

To provide guidelines for interacting with the news media including media inquiries, visits by reporters, parking and security, patient confidentiality, requests to photograph and release of information. In addition, this policy outlines procedures for requests to film on medical center property. Filming requests that must be approved by the Communications Office include but are not limited to commercial, educational and promotional videos sponsored by outside agencies, such as pharmaceutical or medical device companies; government agencies; philanthropic or non-profit organizations; or private video production companies.

II. BACKGROUND

The Communications Office serves as the primary liaison between University of California, Irvine Medical Center and the news media. The office advises and assists medical center staff, faculty and volunteers in matters involving the news media and serves as the liaison for placing stories on the hospital. In addition, the office acts as a clearinghouse to provide timely information to the media while still respecting patient confidentiality. The news media policy is not intended to preclude employees from participating in this function, but rather to facilitate this process, as well as accomplish the following:

1. Ensure that all communications from the medical center are accurate, consistent, and in accordance with organizational guidelines, including vision and values.
2. Maintain good working relationships with the news media.
3. Promote, through the news media, a greater awareness and understanding of the medical center to its various publics.
4. Protect patients from the release of unauthorized information to the news media.
5. Remove a burden of responsibility of interacting with the news media from medical center staff members who are unable or unwilling to participate.
6. Release information to the news media during crisis situations.

The Communications Office also coordinates all requests to film on medical center property. A minimum of three weeks notice is required to ensure appropriate consent forms, agreements and proof of insurance are acquired. This documentation is necessary to protect faculty, staff, patients and the University against improper or unapproved uses of images, information and the University's likeness or name.

Parking Office

notified immediately.

3. News media may not film or interview patients unless the Communications Office has received written authorization from the patient, guardian or their appointed representative.
4. News media parking: News media vehicles shall be assigned a parking space based on the need to raise a microwave boom/antenna. If a boom will be raised, the news van may park along the red curb immediately north of Pavilion III on Medical Center Dr. with additional parking along the north side (facing west) of center meridian (across from Bldg. 3/Emergency Dept. parking stalls). If a boom will not be in use, media vehicles shall park in the "cutouts" along Pavilion Way or where spaces are available, as long as the vehicles do not interfere with established parking operations. Print reporters and photographers may park in the visitor's parking structure. Additional parking needs will be coordinated between the Communications Office and Parking Office, as needed.
5. Television crews and photographers may use the medical center as a "backdrop" for stories but must remain on the sidewalk area along the north side of Pavilion III, unless escorted by a UC Irvine media relations representative. Reporters and crews are prohibited from filming on the Emergency Dept. ambulance ramp or area from the helicopter pad to the main hospital/Emergency Dept.

All faculty and staff

D. Requests to Photograph or Interview

1. All requests for interviews or photographs with physicians, hospital staff, patients or their families shall be directed to the Communications Office, which will facilitate the request.
2. Any patient who agrees to be photographed or interviewed must sign a "Media and Community Relations Authorization" form (Form 87319) prior to meeting with the media. The original copy of the form will be filed in the patient chart and a copy will be provided

to both the patient or family and the Communications Office.

3. Reporters may observe surgeries or procedures and filming allowed as long as written patient consent has been signed and the request is coordinated with the attending physician/surgeon, perioperative services, risk management and chief executive officer or chief operating officer. The Communications Office will escort the reporter, photographer or film crew during the surgery.

All faculty and staff

E. Requests to Film on Medical Center Property

1. Must notify the Communications Office at least three weeks prior to filming for commercial, educational or promotional videos sponsored by outside agencies, including pharmaceutical or medical device companies; government agencies such as NIH; philanthropic or non-profit organizations; or private video production companies. Please note that filming may be delayed if appropriate notification is not given.
2. Must provide, at a minimum, contact information for the organization and/or production company, including name, phone and email address. Appropriate notification will allow the Communications Office to coordinate a location agreement between UC Irvine Medical Center and the production company and receive proof of insurance. This documentation is necessary to protect faculty, staff, patients and the University against improper or unapproved uses of images and information.
3. Payment for on-camera interviews is prohibited unless approved by the Health Sciences Compliance Office. This ensures faculty, staff and the University are free from possible conflict of interest and implied or direct endorsement of products and services.
4. If any public statements, endorsements or product-related commentary are expected as part of the outside relationship, they must be coordinated in advance with the Communications Office, which may consult

Communications Office, ext.
7759/3771, pager 506-1907

with the Compliance Office as needed.

5. In coordination with the Risk Management Department and UC Irvine Medical Center Chief Executive Officer, will coordinate appropriate documentation prior to any filming. At a minimum, documentation will include a location agreement between UC Irvine and the production company and proof of insurance. This documentation is necessary to protect faculty, staff, patients and the University against improper or unapproved uses of images, information and the University's likeness or name. Exceptions to the filming policy will be reviewed and approved by the Communications Office and Risk Management.

Communications Office,
714-456-7759/3771

F. Press Releases

1. The Communications Office will draft, coordinate and distribute all medical center press releases.
2. Press releases that announce senior level appointments or faculty positions must disclose salaries and benefits, including total compensation. The press release must also be coordinated with the Assistant Vice Chancellor, Communications.
3. All press releases from outside vendors, such as pharmaceutical or medical device companies must be coordinated with the Communications Office if the University's name is included or a UC Irvine faculty member or employee is quoted in the release.
4. If a UC Irvine faculty member is quoted in an outside release and has a financial or other official relationship with the company, it must be disclosed in the release.

Faculty and staff

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Communications Office

APPROVALS:

Directors' Council

Performance Improvement Committee

Med Exec Committee

Governing Body