


ST. BONIFACE GENERAL HOSPITAL  St~Boniface ADMINISTRATIVE MANUAL	Policy Name Media Relations	No. VI-40	Page 1 of 3
	Approved By Management Council	Last reviewed March 7, 2006	
	Effective Date January 8, 1992		
	Originated By Public Relations		

PURPOSE:

- 1.1 To ensure effective and efficient processes are in place to manage media relations and media access to St. Boniface General Hospital (“St. Boniface”).
- 1.2 The principles expressed in this policy reflect the Winnipeg Regional Health Authority’s (WRHA) Media Access Policy ((10.30.020). These principles are generally accepted by the media and are the norm at most sites in Winnipeg.

DEFINITIONS:


- 2.1 **Media:** representatives of print, electronic and web-based news and current affairs outlets.

POLICY:


- 3.1 St. Boniface General Hospital will be:
 - Accessible and transparent to the media, while respecting the health, privacy and legal rights of patients, families, staff and physicians as well as the interests of St. Boniface.
 - Ensure compliance with privacy legislation including The Freedom of Information and Protection of Privacy Act (FIPPA) and the Personal Health Information Act (PHIA) while releasing information to the media.
 - Be respectful of media deadlines, while ensuring veracity of all statements.
 - Provide consistent, accurate and appropriate information to the media.
 - Treat all media fairly.
 - Facilitate requests for interviews with patients, staff, and physicians while limiting impact on hospital operations.
 - Accommodate media requests for access to St. Boniface buildings and grounds where appropriate and when possible.
 - Only those designated by Corporate Affairs and Communications and or the Hospital President/Delegate are authorized to represent St. Boniface.

PROCEDURE:

- 4.1 All media requests shall be forwarded to the Public Relations Department (237-2323). Public Relations staff will determine an appropriate spokesperson based on the nature of the request and authorize access to the site.
- 4.2 Any requests for information or access during off hours (nights, weekends) will be directed to the Hospital Supervisor, the administrator on call or the Public Relations Department.

ST. BONIFACE GENERAL HOSPITAL  St~Boniface ADMINISTRATIVE MANUAL	Policy Name Media Relations	No. VI-40	Page 2 of 3
	Approved By Management Council	Last reviewed March 7, 2006	
	Effective Date January 8, 1992		
	Originated By Public Relations		

- 4.3 All media inquiries or story ideas with a regional interest (not hospital-specific) will be forwarded to the Public Relations Office for discussion with the WRHA Director of Media Relations to determine the appropriate spokesperson. No other staff person is authorized to represent the WRHA.
- 4.4 External Access:
- Media are authorized to take external images of St. Boniface buildings while respecting the privacy of individuals who may be accessing the site. Media may be asked to remain at the limit of the property or to position cameras in such a way as to avoid taping visitors, staff and patients entering or exiting the entrances. Media may approach people accessing the site for interviews.
- 4.5 Internal Access:
- Media must be accompanied by Public Relations staff or delegates. Media are not permitted unrestricted, unescorted access through the Hospital and its buildings (Research Centre, MRI, Education Building, McEwen and Asper Institute).
 - Public Relations Department will advise Security and the reception area of expected media visit.
 - Patients/visitors/staff/physicians are given the option as to whether they would like to participate or be recognized in any video, audio, digital or still camera record. The media understands and accepts patient, family, staff and physician's right to confidentiality, but will require direction as to what they can and cannot record.
 - If patients or clients agree to a media interview or to being identified in still or moving footage, the Public Relations staff will ask the patient care representative or designate to make a note on the patient/client chart.
 - Signed patient release forms are not a requirement of St. Boniface or WRHA (see WRHA Media Access Policy 10.30.020). Consent depends strongly on the wishes and the cognitive abilities of the person in question and the relationship between the person and the Hospital.
 - In cases where an unauthorized working member of the media is discovered on site, staff will immediately ask the media to wait in an appropriate area and then contact the Public Relations Office. Evenings and weekends, staff will advise Security and the Hospital Supervisor.
 - In cases where access cannot be accommodated, the Hospital shall make reasonable efforts to provide stock photos or footage.
 - At all times, management/public relations have the obligation to ensure that the safety of individuals and operations of the Hospital will not be compromised by the presence of media.

ST. BONIFACE GENERAL HOSPITAL  St~Boniface ADMINISTRATIVE MANUAL	Policy Name Media Relations	No. VI-40	Page 3 of 3
	Approved By Management Council	Last reviewed March 7, 2006	
	Effective Date January 8, 1992		
	Originated By Public Relations		

4.5.1 Patient Interviews

- Patients/families have the right to request interviews with the media. In such cases, all the above principles of access and protection of the privacy of staff and others, apply. Public Relations will facilitate the interview process and remain for the interview, if there are no objections. Public Relations will manage any subsequent interviews on behalf of patients. Public Relations will also arrange for an interview with the hospital spokesperson if a response is required.

4.5.2 Personal Interviews - Physician and Staff Interviews

Occasionally media may wish to contact physicians and staff for their professional expertise, or comments on issues which may not be directly related to their work at St. Boniface, or as a follow up to opinions expressed that may be contrary to the hospital position. The following guidelines apply:

- On management issues, the Hospital spokesperson is the President or his/her delegate.
- Unless a physician or staff person has been specifically requested by name, on issues requiring professional expertise, the Public Relations office will identify the appropriate spokesperson in consultation with the Executive Directors. Physicians and staff have the right to accept or refuse an interview.
- On issues of a more personal nature, Public Relations will contact the identified staff or physician and put forward the media request.
- Physicians and staff speaking to personal issues or expressing opinions contrary to the Hospital's position may respond:
 - ✓ on their own time;
 - ✓ outside of the Hospital & off site; and
 - ✓ must clarify that they are speaking on their own behalf.
- *Media access to the facility to interview staff implies the agreement and support of the Hospital. Ensuring that the interview takes place outside and away from the hospital, reinforces the message to the media that this staff person is acting independently from the organization. Statements to this effect should be made to the media as well.*

REFERENCES:

5.1 WRHA Media Relations Policy 10.30.020

Policy Developer:

Hélène Vrignon, Senior Corporate Affairs and Communications Officer